

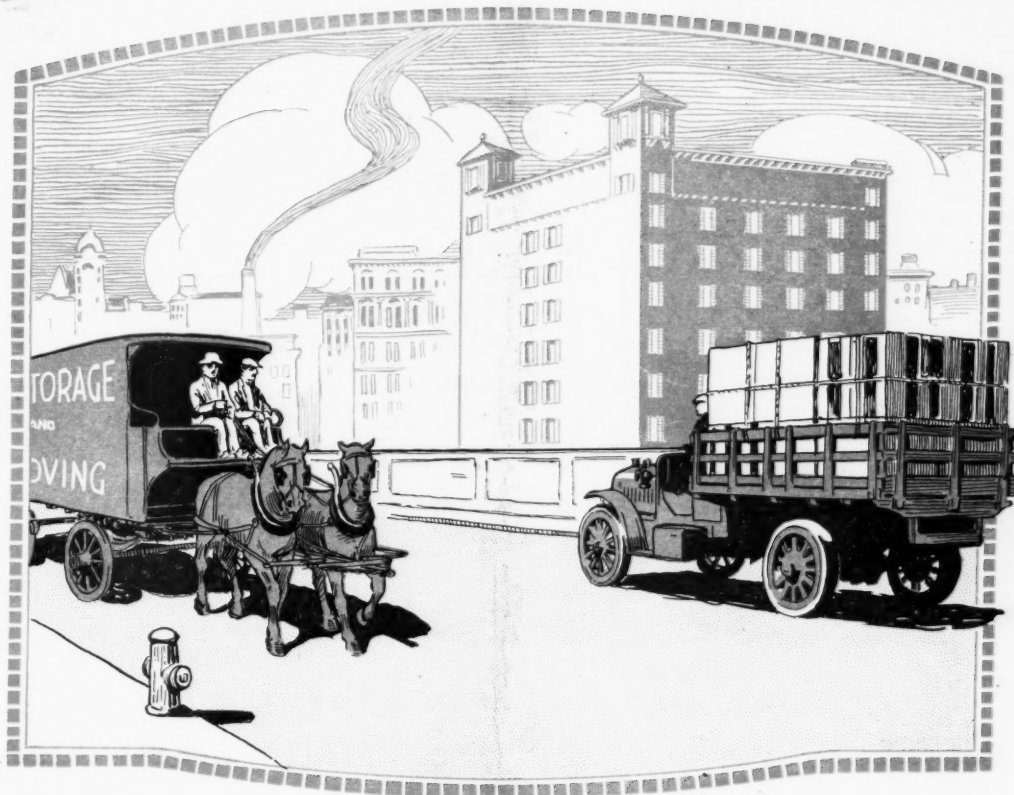
Vol. XV No. 7

New York, N. Y.

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July, 1916

TRANSFER and STORAGE



IN THIS ISSUE:

National Team and Motor Truck Owners' Association Plans for 1917

Illinois Furniture Warehousemen's Association Discusses Federation of Organizations

Program for Meeting of New York Furniture Warehousemen's Association

The Future of Warehouse Associations; by C. A. Aspinwall

Advertising for the Transferman; by H. T. Lay

Convention of American Transfermen's Association Postponed

From the Primitive to the Practical; by Charles S. Morris

The Motor Truck and the Horse; by John F. Flood

The Railroad Terminal Situation; by T. F. McCarthy

Transfer and Storage in American Cities No. 10—St. Louis



A 3½-TON FEDERAL MOTOR VAN

The **FEDERAL**

Makes Long Distance Hauls Possible

Makes Both Long and Short Hauls Profitable

Decentralization of residence districts produced by the development of outlying subdivisions and the increasing desire of householders for suburban home building have added many miles to transfer problems.

Distance is no barrier to the Federal Truck.

It is built to "stand up on the road" and does "stand up on the road." It gets the load there and gets back quickly.

Your business is limited to the area in which you can haul profitably. Federalize—and extend that area.

Write us for practical reports of results accomplished by Federals in the Transfer and Storage business.

Our magazine on transportation, "Traffic News" will be sent free upon request.

Federal Motor Truck Company
Detroit, Michigan

1½, 2 and 3½-Ton Worm Drive Motor Trucks

**"Big mileage—easier riding
save on upkeep"**

by equipping with



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After 7,500 miles of service, these De Luxe tires on the truck of the Koken Barbers' Supply Co., St. Louis, had worn down less than an inch. Comparison of the duals in service is made with cross sections showing full height of De Luxe tread—an inch more than Regular.

(Made in 5, 6 and 7 in. widths)

THE "why" of big mileages and lowered operating costs resulting from the use of GOODRICH DE LUXE TIRES can be answered by any one of thousands of satisfied users in all forms of business, in all sections of the country. We'll quote from one at random—James Hamilton, meat packer of Philadelphia:

"After 10 months in service, De Luxe tires on my 1½-ton White have gone 16,000 miles, and have worn down about one inch. (Two inches still available for wear.)

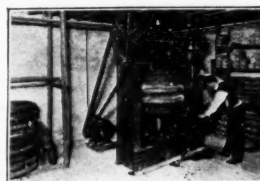
"Another point I do not wish to overlook is the added cushion which I receive from these high section De Luxe tires. This added cushion not only makes for easier riding but saves considerable in repair bills."



—The added cushion of thick, durable, resilient tread rubber between the road and load is what makes GOODRICH DE LUXE TIRES the best and most economical "shock absorber" that can be placed on a motor truck. The De Luxe principle has developed in the 5-inch sizes, a tread ½ inch higher than in the corresponding width of the average solid tire; in the 6-inch sizes, 1 inch higher; in the 7-inch sizes, 1½ inches higher.

—One test will convince you that the De Luxe principle in truck tire making is right; and that the result of specifying them will be fewer truck lay-ups; longer life to trucks and tires; a decrease in maintenance costs.

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Don't you experiment! Write for "Decreasing Truck Vibration", the booklet which tells the entire truck story

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Akron, Ohio

Makers of the Celebrated Goodrich Automobile Tires—"Best in the Long Run"

World's Largest Rubber Factory—Everything in Rubber



Benson's Express Has Used the Autocar Over Three Years

Chas. B. Benson operates an express service between Haddon Heights, N. J., and Philadelphia. He says: "I purchased an Autocar truck and have used it continually for three years, it never being out of service a day for repairs. It was on the strength of this good service that I ordered my second Autocar."

Write for illustrated catalog and list of more than
3000 concerns using Autocars in every line of business

Chassis \$1650

THE AUTOCAR COMPANY

MOTOR DELIVERY CAR SPECIALISTS

Established 1897

ARDMORE, PA.

TRANSFER and STORAGE

PUBLISHED MONTHLY AT
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H. T. LAY - - - - - MANAGING EDITOR

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TRANSFER and STORAGE is Official Publication for: THE NATIONAL TEAM & MOTOR TRUCK OWNERS' ASSOCIATION

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To the Progressive Warehouseman

Have you outgrown your present quarters?

Are you losing business for lack of fireproof storage accommodations?

A modern fireproof storage warehouse is the business getter—Money Maker.

Consult those who are acknowledged foremost in their line—who can help you solve your problems—Can assist you in financing your new warehouse if necessary.

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New York

43 Exchange Place

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Dozens of Warehousemen

have sent for "Direct Evidence," the book of fac-simile letters written us by satisfied Subscribers who have had their claims paid promptly and received their 25% savings checks yearly.

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Our rates are standard, our service standard and then some, and our savings certain and large. Our plan combines the advantages of all insurance systems with the disadvantages eliminated. A card from you will bring the data.

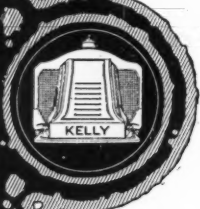
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Commerce Building, Kansas City, Missouri

KELLY TRUCKS



The Titan of Commerce

The Complete Line
Worm Drive—1½ and 2½ tons
Chain Drive—1½, 2½, 3½, 4, 5
and 6 tons.

A Kelly owned by the
Security Storage Warehouse Co.,
Wilmington, Del.

IN old Greek mythology the Titans were beings of superhuman strength, size and intellect. They were capable of performing tasks beyond the power of ordinary men.

Commerce today has its Titans in the Kelly Trucks. They are super trucks—giants for work. Full loads, rough roads, steep grades, heavy going, long hauls can't stop the Kelly. Wherever Kellys go they set up new records in truck performance.

Strength, sturdiness and simplicity are the most notable features of Kelly construction. The fewest parts; every one easily accessible for any adjustments or replacements. Power adequate for any effort, with ample reserve for secondary operations. Unusual flexibility to meet all the varying strains of crowded traffic. Exceptionally powerful brakes—two sets on the rear wheels, where truck brakes ought to be.

Behind every Kelly Truck is Kelly service. An organization that is practical, complete, competent and always available. Intended to aid you in getting the maximum of service at lowest cost and maintain the smallest ratio of depreciation.

"Like Kelly Does"—FREE

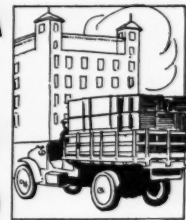
A valuable monthly publication of great interest to all truck users, sent free upon request. Contains vital facts for anyone concerned in truck delivery. Write for it.

The Kelly-Springfield Motor Truck Company
1107 Burt Street
Springfield, Ohio





TRANSFER and STORAGE



PUBLISHED MONTHLY
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Volume XV

NEW YORK, N. Y., JULY, 1916

No. 7

In a paper read before the annual convention of the Illinois Furniture Warehousemen's Association at Cedar Point, Ohio, C. A. Aspinwall advocated the federation of all the various warehouse associations into one big national organization. Mr. Aspinwall suggested a plan which could be followed in putting such an organization through. The movement will doubtless have the endorsement of every association of warehousemen, which it justly deserves. One thing has always struck us as rather incongruous about the names of the various furniture warehousemen's associations. A part, and a big part, of the business of the members is the moving, or transferring of household goods, and the moving van and the van owners' problems come up for discussion quite as much as do warehousing problems. And yet no recognition is given this big part of the business in any large association name. The smaller associations realize the importance of the moving end, and style themselves Grand Rapids Transfer & Storagemen's Association, and St. Louis Moving & Storagemen's Association. Why not the National or American Transfer & 'Storagemen's Association?

* * *

A feature of the transfer business in St. Louis, necessitated by local conditions in that city, could be applied with benefit to any large city afflicted with inadequate terminals. We refer to the off-track receiving and shipping stations of the big transfer companies in St. Louis, which are described in the tenth of the series of articles describing transfer and storage conditions in American cities, which appears in this issue.

* * *

Speaking of St. Louis, the local Moving & Storagemen's Association of that city has drawn up an ordinance, which, if passed, should do much to eliminate the price cutting van owner, and put the industry on a good solid foundation with real businessmen engaged in it. This ordinance provides that every public transferman must file a bond of \$5,000 with the city, and obtain a license only upon filing the bond. The ordinance specifically states that the transferman is liable for the safe delivery of the goods entrusted to his care. Legally he is that anyway, but it is nowhere specifically stated except in court decisions, and in these only through the medium of the demonstration that the van owner is a common carrier.

The St. Louis ordinance might specifically state that the van owner is a common carrier, and thus would give him the right to hold goods for charges, which would offset the liability under which the ordinance places him.

* * *

Owing to the mobilization of the militia of the various states for service on the Mexican border, the annual convention of the American Transfermen's Association which was to have been held at Boston on June 27, 28 and 29, was indefinitely postponed. The mobilization created so much business for the members of the association that few of them could get away to attend the proposed convention. All of which is just another instance of how close to national activity are the relations of the transfer and storage industry.

* * *

The National Team & Motor Truck Owners' Association had a successful convention at St. Louis. As usual, the leaders on the floor were McCarthy and Goldberg, of New York, and Ashford, of Pittsburgh. The annual dues of local associations were eliminated and a per capita tax of \$1.50 per year made the only revenue of the National. Ratty, of Chicago, was re-elected president and Sproul, of Chicago, made secretary, Sheehan, of Philadelphia declining to serve another year. This puts both president and secretary in one city. This is a good arrangement for they can get together so much easier, and eliminates much of the correspondence otherwise necessary.

* * *

Some misunderstanding has been occasioned regarding the attitude of TRANSFER and STORAGE toward union labor. We stated that we favor union labor if union labor is the only thing that will bring the men in the transfer and storage business together in associations, and keep them together. We expected that this question "Is it Better to Have a Union and an Association, or No Union and No Association?" would be discussed at the National Team & Motor Truck Owners' Association's convention but were disappointed. Later, when convention news has taken second place, we will publish the opinions that we have received, making a full case, for and against union labor.

News of the Month—Past and Present—in Picture



Schenectady Truckmen to Boost Rates.

At a meeting of the Team & Motor Truck Owners' Association of Schenectady, N. Y., on May 12, it was agreed that trucking prices in the city must go up. Prices were cut a year ago. Nearly 100 were present at the meeting, which was a combined social and business gathering. The principal speaker was Thomas C. Brown, who gave a fine address. Mr. Brown started by telling of his early experiences. He proceeded to recite the essentials that go to make success and spoke earnestly for co-operation. There were also addresses by H. E. Webster and B. R. Hatmaker. It is generally understood that hereafter the price of a team will be \$6 for 8 hours' work instead of \$5 as heretofore. It is said that in Geneva this rate is charged and in Buffalo the rate is \$7.50.

Alton (Ill.) Team Owners Organize.

Team owners of Alton, Ill., organized a permanent association on May 1, forming a trade body which is growing rapidly. The organization will be known as the Alton Team Owners' Association. The aim of the association is to be prepared to protect and further the interests of its members in business by holding down the moving van ordinance and other things that might injure the teaming and moving business.

The association is new in the field and would be glad to hear from any other similar organizations which can give them suggestions.

The officers are: President, J. R. Miller; vice-president, B. L. Bell; treasurer, William Parrish, and secretary, J. B. Adams.

Would Revoke Clause of Vocation License.

The transfermen of Santa Monica, Cal., distinguished themselves from all other lines of business in the beach cities when they appeared before the city council in a petition and in person, asking that all licenses be lifted from their business and transfer vehicles allowed to come and go without let or hindrance.

"We feel that the present license does not protect us," said H. H. Webb, of the Webb Transfer Co., in speaking for the petition. "We have decided that it would be better for all concerned to do away with the license altogether. The local work is so light that we get very little out of it. Most of the merchants are hauling their own stuff and there is very little left for us but outside business. I do not feel under the circumstances that I ought to continue to pay the license that I have been paying."

"If this license was done away with entirely what effect would it have on the Los Angeles transfermen?" inquired Commissioner Carter. "Would not they come here in the summer and get business away from you?"

"I don't think the removal of the license would make a bit of difference," replied Mr. Webb. "The Los Angeles men would come here anyway if they want to go after business and pay the license. I think it would be a good thing if the license was cut out all over the county. As it is now we haul a load of goods to some other city and unless we take out a license there we have to turn over the load to a local transfer man at the city limits and Sawtelle now says that we won't even be allowed to haul a load of goods through there."

"Los Angeles doesn't charge truck men a license but practically all the other towns in the county do. Of course we would be glad to have protection against outside transfer companies, but I understand that an ordinance that discriminates against them will not stand if taken into court."

Deputy City Attorney McLucas was asked by Commissioner Berkley to confirm this statement and replied: "An ordinance cannot discriminate against outside men engaged in the same business, according to a recent decision of Judge Willis in the case of a laundryman arrested in Long Beach for failure to pay his license for soliciting business there."

Commissioner Barretto suggested that the entire license tax ordinance be taken up as a whole and this induced the commissioners to consent to defer the transfer license question for later action. At present the transfermen pay \$12 a year for one and one-half ton trucks, \$15 for two-ton trucks and \$30 for four-ton trucks.

New York Association's Topics.

The New York Furniture Warehousemen's Association met at Asbury Park, N. J., on July 8, 9 and 10. History repeated itself in the success that attended this gathering. The social program arranged for the meeting was published in the June issue of TRANSFER and STORAGE and a full report will follow in our August issue. The business session was held on Monday, the last day of the meeting, the following papers being read:

Co-operation in the New York Furniture Warehousemen's Association; by W. G. Gilbert of the Harlem Storage Warehouse Co., New York City.

Rights and Duties of Correspondents; by W. T. Bostwick of the Colonial Storage Warehouse, Inc., New York City.

Electric Storage Batteries; by Harold H. Smith of the Edison Storage Battery Co., and Joseph Tracy of the Electric Storage Battery Co.

Is Price Maintenance Unjust; by C. J. Hamilton of the Security Storage & Trust Co., Baltimore, Md.

Procedure at Death of Depositor; by W. H. Wayne of the Brooklyn Warehouse & Storage Co., Brooklyn, N. Y.

Packing Goods for Storage; by Grant Wayne of the

West End Storage Warehouses, New York City.

Carriers Rules for Shipment; by J. H. Bowles of the Judson Freight Forwarding Co., Chicago, Ill.

Boosters vs Knockers; by Charles S. Morris of the Metropolitan Fireproof Storage & Warehouse Co., New York City. Mr. Morris will give a short description of the Illinois Furniture Warehousemen's Association's meeting at Cedar Point, Ohio, in June, also.

Liabie as Warehouseman Only.

A Tennessee decision holds that an express company, which on consignee's refusal to take a personal delivery and his direction to leave on station platform put goods in station to protect it from trespassers, is liable only as warehouseman, so that on burning of station without its fault it was not liable for their value.—*Southern Express Co. vs. Potter Bros.*, 183 S. W. 157.

Auto Van a Firebug; Leaves \$7,000 Trail.

A blazing automobile truck loaded with furniture furnished an ambulating fire which did \$7,000 damage in Hastings-on-Hudson before the machine was cornered and made to stand still.

On its way through the main street of the town the van caught fire and ran against a street car. Before it could be moved the sides of the car had been scorched and the passengers had used both exits in tumbling to the street. When the car got out of the way the blazing automobile slewed up against the parish house of Zion Chapel and set fire to it and the residence of Samuel Kaufman, next door. Firemen pushed the van into a side street, where it burned. Two men who were driving it disappeared.

Say New York Needs Cotton Warehouses.

The board of managers of the New York Cotton Exchange is expected to consider the subject of warehouses. For some time past the members have felt that the facilities provided by existing storage houses in this city were inadequate and that in view of the high rates charged it would be advisable for the Exchange to look into the subject with the view of determining what steps, if any, could be taken to relieve the situation. Many of the cotton firms are of the opinion that there is urgent need of providing more extensive warehouse facilities. Members of the Exchange who do a large spot business declare that New York will lose its position as a cotton market in event that better and cheaper arrangements are not made for the storing of cotton here.

The local warehouses recently advanced their rates from 25 cents a bale per month to 30 cents. The rate had previously been 20 cents. The reasons for the increase are higher taxes and the demand for space, the unusually heavy export movement being responsible

for the congestion of freight at this port. Cotton merchants call attention to the fact that the warehouse rates in New Orleans are about one-half of those in New York. In New Orleans, the newly-built warehouse is largely owned or controlled by cotton interests, by men affiliated with the New Orleans Exchange.

In some quarters the suggestion has been made that the members of the New York Cotton Exchange who are dissatisfied with the rates charged by the public warehouses organize a company and operate a cotton warehouse. Some of the brokers favor this plan, but others say that in their opinion the undertaking might prove hazardous. They call attention to the fact that while at the present time the current rate, namely, 30 cents, is high, it is not unlikely that later on when the demand for storage space in New York falls off the warehouses will be glad to store cotton at the old schedule. It is also pointed out that a warehouse confined to the storage of cotton might not prove profitable in the long run. It has been decided to study the question carefully before taking final action.

Merchants who deal in spot cotton say that it is essential that the warehouse charges should be small and that there be no severe fluctuations in the rates. Unless this condition obtains, they say, it will be difficult to induce cotton firms to carry cotton in stock. Before New York can be an important spot market it must carry large quantities of the staple. The present stock of cotton in New York warehouses is about 140,000 bales, compared with 234,000 bales the same time last year.

A Claimant for Damages Need Not Give Up His Freight Bill.

Philmont, N. Y., June 7, 1916.—In presenting to a railroad company a claim for overcharge on freight, or for damages incurred in transporting furniture, can the claim agent of the delivering line demand the claimant to turn over to him his paid freight bill? Cannot the claim agent procure a copy of said freight bill, together with the delivering line agent's statement that the freight charges assessed had been paid, which copy could be used in lieu of the original paid freight bill, which is the consignee's sole receipt and which he should be entitled to retain? W.

Reply.—A claimant for overcharge cannot be compelled to deliver to the claim agent of the carrier his paid freight bill. The carrier can and must procure its own evidence as to the validity of the claim. It cannot demand that the claimant turn over to it the only evidence on which he can rely in case the claim must be made subject of a suit at law. If suit is brought, papers in the custody of either party may be brought into court under compulsion of a requisition issued at the request of the other party; but up to that time each may keep possession of his own evidence.

Transfer and Storage in American Cities

—St. Louis

St. Louis, with its population of 700,000 people, making it the fourth city in the United States, its great lines of railroads converging upon it, its situation on the navigable waters of the Mississippi river, its enormous manufactures of diversified kinds, its geographical location, and its wealth, should be one of the foremost cities of the country from the standpoint of the transfer and storage man.

But St. Louis, as far as the household goods moving and storage business is concerned, must rank after New York, after Chicago, after Pittsburgh, after Kansas City, after Cleveland, and after Denver. For St. Louis, like Philadelphia, is witnessing that metamorphosis in the household goods storage field which has brought those other centers into the limelight as leaders in the progress of the industry.

St. Louis, with its lack of real warehouses for household goods—there isn't a warehouse in the city truly worthy of the name—its lack of private room storage facilities; its adherence to sprinklered warehouses for household goods, and its general lack of the smaller refinements of the business that have brought the industry to its present high standing in other cities, must follow on behind those communities.

Such is the general situation in the household goods storage and moving field in St. Louis. On the other hand, the freight transfer business, in which an unusual situation exists in St. Louis, is well along in progressive development, as is only natural after all, considering the relative ages of the two branches of the business.

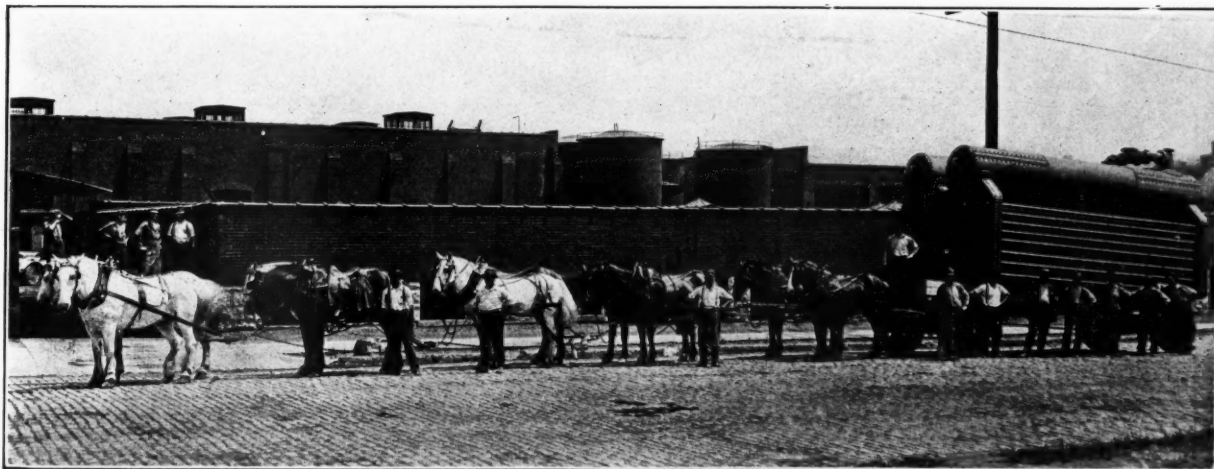
Swinging back to the storage business, the visitor

to St. Louis finds that the merchandise storage and distribution business is not on a plane commensurate with the city's position as fourth in the United States. In spite of the railroad and water facilities, there are but two or three important merchandise storage and distribution houses in the city.

St. Louis is oval in shape and covers a good extent of ground. The streets are well paved but there is altogether too much wood block pavement in the downtown section. The streets are fairly wide, but a congested district has been set aside in the downtown section in which special traffic regulations apply. This section is mostly against the promiscuous parking of automobiles, and part of it is traversed by one-way streets, an innovation in St. Louis. On these one-way streets there is but one car track, as should be the case. Alternate streets and car lines run north and south.

The St. Louis Team Owners' Association, a member of the National Team & Motor Truck Owners' Association, which held its fourteenth annual meeting in St. Louis in June, was consulted by the city authorities when the one-way street system for the relief of traffic was considered. The association went over the city's plan and finally consented to the establishment of one-way streets. But the vehicles of the transfer and storage companies avoid the congested district as much as possible.

The business section of St. Louis and the large wholesale section are pretty well centralized, and hauls to and from these sections to the freight depots are short.



Fifty-ton wagon of the Weber Drayage & Warehouse Co.

West End Storage Warehouses, New York City.

Carriers Rules for Shipment; by J. H. Bowles of the Judson Freight Forwarding Co., Chicago, Ill.

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Transfer and Storage in American Cities

—St. Louis

St. Louis, with its population of 700,000 people, making it the fourth city in the United States, its great lines of railroads converging upon it, its situation on the navigable waters of the Mississippi river, its enormous manufactures of diversified kinds, its geographical location, and its wealth, should be one of the foremost cities of the country from the standpoint of the transfer and storage man.

But St. Louis, as far as the household goods moving and storage business is concerned, must rank after New York, after Chicago, after Pittsburgh, after Kansas City, after Cleveland, and after Denver. For St. Louis, like Philadelphia, is witnessing that metamorphosis in the household goods storage field which has brought those other centers into the limelight as leaders in the progress of the industry.

St. Louis, with its lack of real warehouses for household goods—there isn't a warehouse in the city truly worthy of the name—its lack of private room storage facilities; its adherence to sprinklered warehouses for household goods, and its general lack of the smaller refinements of the business that have brought the industry to its present high standing in other cities, must follow on behind those communities.

Such is the general situation in the household goods storage and moving field in St. Louis. On the other hand, the freight transfer business, in which an unusual situation exists in St. Louis, is well along in progressive development, as is only natural after all, considering the relative ages of the two branches of the business.

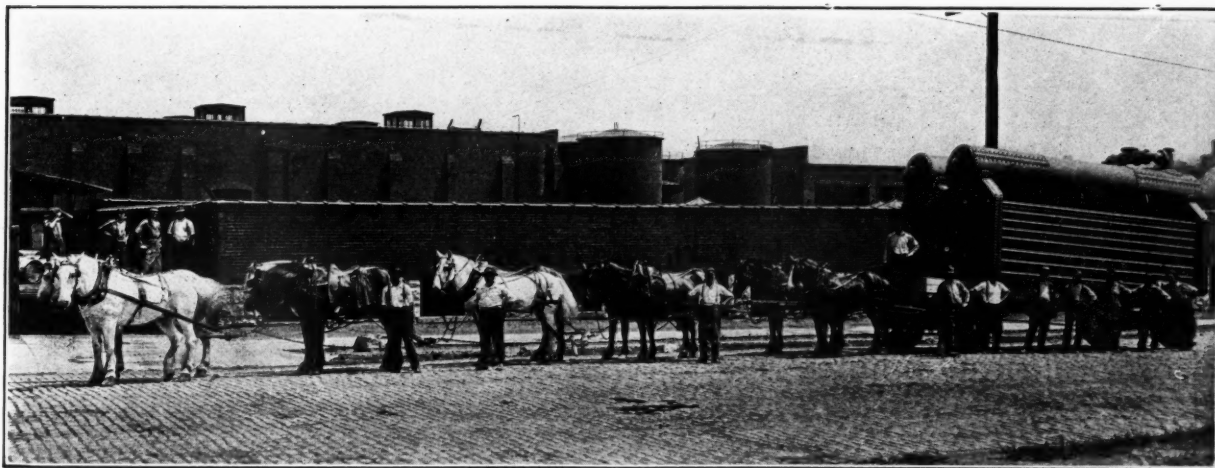
Swinging back to the storage business, the visitor

to St. Louis finds that the merchandise storage and distribution business is not on a plane commensurate with the city's position as fourth in the United States. In spite of the railroad and water facilities, there are but two or three important merchandise storage and distribution houses in the city.

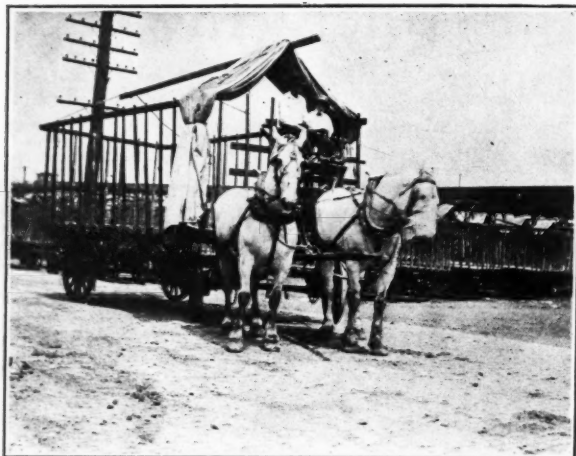
St. Louis is oval in shape and covers a good extent of ground. The streets are well paved but there is altogether too much wood block pavement in the downtown section. The streets are fairly wide, but a congested district has been set aside in the downtown section in which special traffic regulations apply. This section is mostly against the promiscuous parking of automobiles, and part of it is traversed by one-way streets, an innovation in St. Louis. On these one-way streets there is but one car track, as should be the case. Alternate streets and car lines run north and south.

The St. Louis Team Owners' Association, a member of the National Team & Motor Truck Owners' Association, which held its fourteenth annual meeting in St. Louis in June, was consulted by the city authorities when the one-way street system for the relief of traffic was considered. The association went over the city's plan and finally consented to the establishment of one-way streets. But the vehicles of the transfer and storage companies avoid the congested district as much as possible.

The business section of St. Louis and the large wholesale section are pretty well centralized, and hauls to and from these sections to the freight depots are short.



Fifty-ton wagon of the Weber Drayage & Warehouse Co.



A Typical St. Louis Freight Wagon

The city of St. Louis exacts a wheel tax of \$5.00 per year for every horse drawn vehicle and \$3.00 per year for every motor truck. The city is extremely careful in granting permits for stables.

The peculiar situation in the freight transfer business in St. Louis deserves special study. The city lies on the western bank of the Mississippi, whose broad waters separate Missouri from Illinois at this point. As the railroads of the country stretched their tentacles westward, they were stopped by the Mississippi and their natural terminals for St. Louis had to be, through force of circumstances, in Illinois, at East St. Louis on the eastern bank of the Father of Waters.

Connecting lines westward were built from St. Louis proper and the east and west were made to meet by water communication across the Mississippi.



The Langan & Taylor Company's Main Building

Eventually, bridges were built and the connecting links forged in the chains of steel. But still many of the lines keep their terminals on the Illinois side of the river.

But it is a good deal of a journey for the wagons of the merchants to and from East St. Louis. Thus it came about that the three official railroad freight transfer companies—the St. Louis Transfer Co., the Columbia Transfer Co., and the Fidelity Transfer Co., established off-track freight receiving and shipping terminals in St. Louis proper. The St. Louis and Columbia companies have several of these stations in the downtown business section.

To these stations the merchants bring their freight or have their own transfer companies bring their

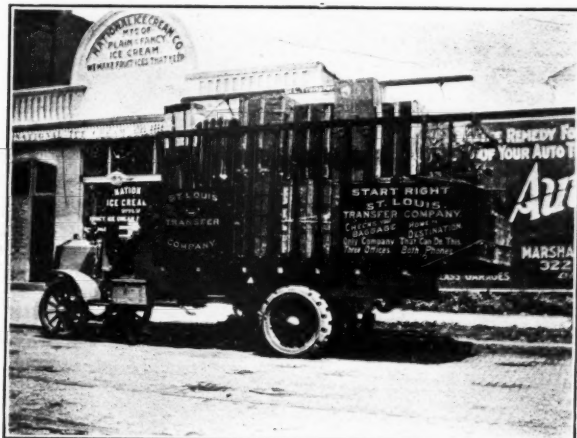


The St. Louis Baggage Wagons Are Box Type

freight. This is outbound freight going over lines terminating in East St. Louis. The transfer companies then transfer the freight directly to the terminals of the lines by which it is consigned. Under these conditions the shipper does not have to peddle the freight; the transfer company will do this for him. To a great extent freight must be peddled in St. Louis and East St. Louis terminals, that is outbound freight consigned to different points on the same line must be taken to different receiving doors of the railroad freight terminal. This being one of the chief sources of delay in the transfer of freight to the railroad depots, the merchant is saved all this trouble by shipping through one of the big transfer companies.

In shipping through East St. Louis, the railroad company pays the transfer as far as the west bank of the river, and the transfer company must look to the merchant for the balance of the charges.

Of course this arrangement of transfer, which gives the transfer company full loads both ways and means



Packard Trucks Carry Big Loads of Baggage

that their own men handle the freight onto the wagons at the shipping point, means a reduction in overhead expense and greater efficiency generally. The St. Louis railroads accord the shipper tailboard delivery at their stations.

With these factors of full loads both ways, minimum delays at the receiving points, and tailboard delivery at the shipping point, the uninitiated would at once see a possibility of motor truck service. But even tailboard delivery does not make motor truck service an economy in St. Louis. First the peddling system interferes, then there is the fact that the railroads do not provide a man and a half for every door, or even a man for every door as they should.

And thus delays result, for tailboard delivery is no better than the system in vogue in other cities where the drivers handle the freight, unless it is efficient. The railroads of St. Louis instituted tailboard delivery for their own convenience and not for the convenience of the transfer company. They did it to keep the em-



A St. Louis Freight Wagon with the Cover Down

ployees of the transfer companies out of the freight sheds and off the platforms. When the railroads realize that tailboard delivery, if properly exercised, will almost double the efficiency of a given platform space, and that the peddling of freight is an injustice to the transfer companies upon whom they depend to a certain extent for business, the use of motor trucks will become a possibility in St. Louis for the big official transfer companies.

But this system of transfer in St. Louis has brought about the employment of the "dead" wagon to a great extent, especially in the transfer of carloads. The dead wagon is the tractor and trailer idea applied to horse haulage, for one team of horses is made to serve for two wagons or sometimes three wagons. The hauls are comparatively short or this could not be done.

A team is sent out with a wagon to a freight depot to obtain a load. The wagon is left there until loaded and the team goes back to get another wagon. Thus

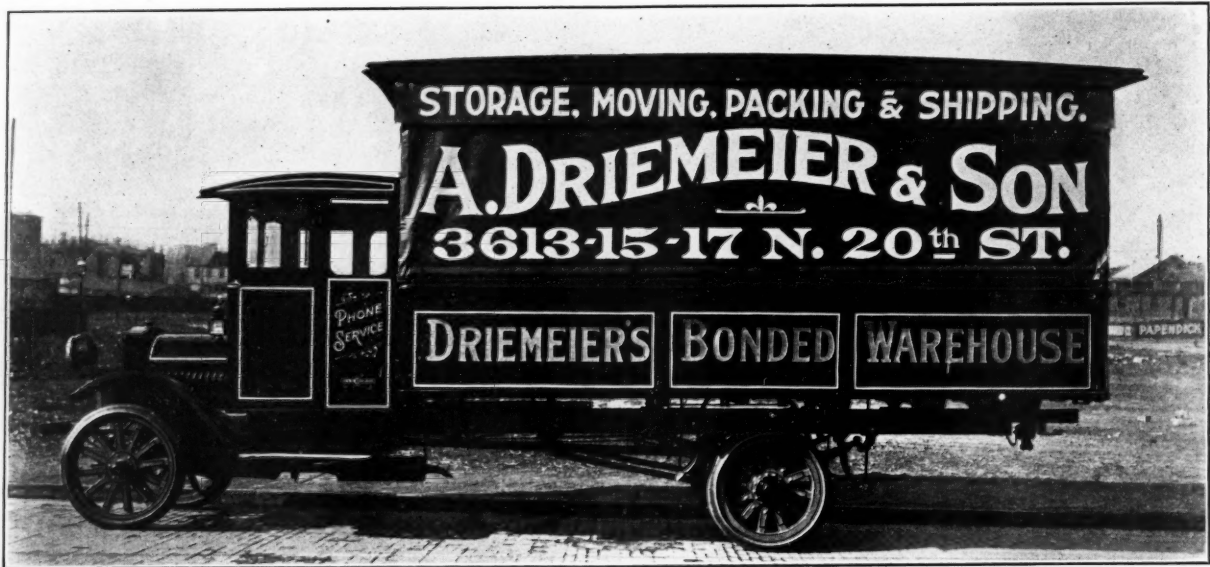


The Langan Storage Co. Uses a Mack Truck

two or three wagons are kept in loading or unloading activity all the time, while the teams are standing idle a minimum amount of time.

At the present time there are few motor trucks used in the freight transfer business in St. Louis. The Weber Drayage & Warehouse Co., have five but do not use these to haul freight to and from the depots unless unusual circumstances warrant it. Two of these vehicles are five-ton Alcos, made by the American Locomotive Co., which went out of the truck business several years ago. The others are Auto-cars. Most of the time these vehicles are rented out by the Weber company.

Another large truck used among the transfer companies is the Brashear Truck Service Co., which has nine vehicles of which three are Packards of two, three and four tons capacity respectively, one a Knox tractor of seven tons capacity, one a Mack of four-ton



Aug. Driemeier & Son have several motor trucks—this is a Dorris

capacity, one a one-ton Kissel-Kar, one a ton and a half G. M. C. and one a Mitchell.

The Brashear company, which also does some merchandise storage, is located well out in the western part of the city, and specializes in hauling for the merchants of the surrounding district. As the hauls are long from this district downtown and to the downtown and East St. Louis freight stations, the trucks come in handy, and are economical and efficient.

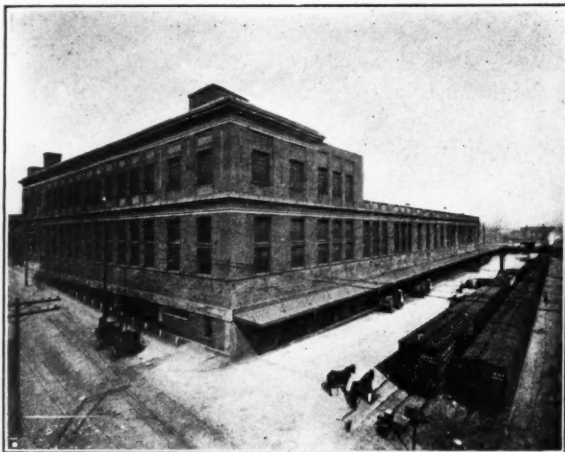
No trailers are used with the Knox tractor, the front wheels of the wagon used being the rear wheels of the tractor, the wagon being fitted with a fifth wheel. The St. Louis Transfer Co., has a fleet of trucks but uses these in the baggage business, hauling to and from central distributing points, rather than in

the freight transfer business for which, with the baggage transfer work, the company keeps a stable of 450 horses.

Wages in the transfer and storage business are high—too high for the rates that the companies get for their services. Although the union is fairly strong in St. Louis, it does not reach into some of the smaller companies, and thus there being a difference in the second largest maintenance factor of a transfer business, there is a difference in rates and services. Team drivers get \$16.50 per week in St. Louis and helpers get \$15 according to the union scale. Much of the help is colored.

There should be no difficulty in getting good employees with wages such as these, but many of the transfer companies express dissatisfaction with the class of motor truck drivers procurable. Almost the entire efficiency of a truck depends upon the driver. The truck's mechanical life, its consequent upkeep expense and maintenance are the lookout of the driver, and also the driver has much to do with the idle time of the truck. Motor truck drivers get from \$18 to \$21 per week in St. Louis. Unionized firms are paying time and a half for overtime, Sundays and holidays, and overtime pay obtains among union and non-union men alike although the rate of pay is different.

St. Louis transfer companies should be able to get better rates than they do. Carloads can be hauled in St. Louis for 2 cents and 3 cents per hundred pounds, and that rate applies on less than carload with some transfer companies, the minimum rate being 15 or 20 cents. The railroads will absorb the transfer charges to the amount of 2 cents per hundred pounds. The bigger transfer companies try to get 5 cents per hundred pounds with a minimum rate of 25 cents.



The M K & T freight depot at St. Louis is built on a hillside. The trains come into the basement, and the freight is delivered from the ground floor, flush with the street

The St. Louis Team Owners' Association is a general organization, taking in all owners of teams. Many of its members are in the coal business, as is the case with Pittsburgh and Kansas City. There is no true organization of the transfer interests, although they meet at the gatherings of the association. Many of them do not belong to the association.

The typical St. Louis freight transfer wagon has the appearance of having enormous platform area. The wheels are small and the flat platform sticks out on each side beyond the wheels. The wagon is a stake and platform combination, with a skeleton similar to that of the typical freight transfer wagon of Pittsburgh, but without the box sides. The tail of the wagon is high, the platform being flat and the same height from the ground as the platforms in the freight stations. Usually the wagons are loaded and unloaded from the side, the stakes being removable. Each wagon has a canvas top which can be rolled back over the skeleton frame, forming a cover in stormy weather. This wagon is better than the Pittsburgh wagon in that the box sides are avoided.

St. Louis, like Philadelphia and Cleveland, enjoys all year leasing so that the household moving business is fairly steady throughout the year. Of course there is the natural demand for moving vans in the spring and fall, but the volume is so steady there is but one dull week, the third week, in each month. The spring busy season starts in April and runs through May. The fall season starts in September and lasts until the first of November. Storage comes in in the spring

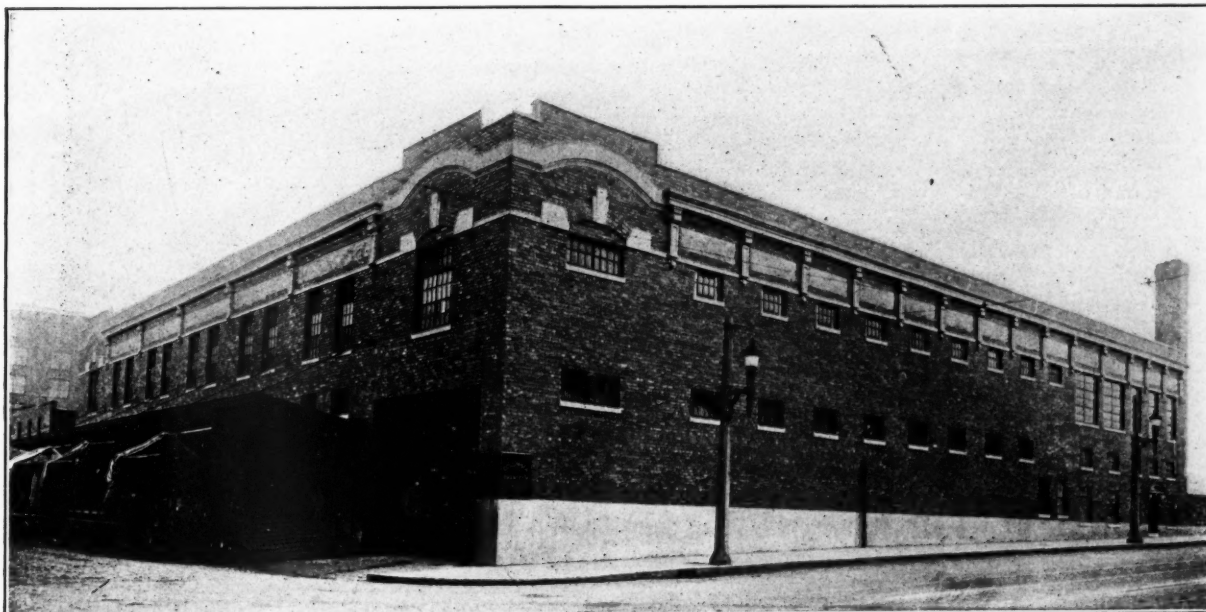


Building of The R. U. Leonori Auction & Storage Co.

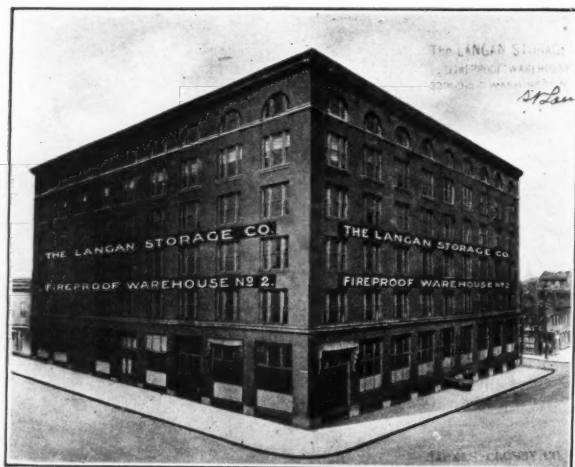
and goes out in the fall, many of the St. Louis families going away for 3 or 4 months in the summer, as the city has a very warm climate.

St. Louis is fortunate in having a live little organization in the transfer and storage of household goods field. The St. Louis Moving & Storagemen's Association has only eighteen members at the present time, but this is a good representation of the leading firms in the business. The association is always on the alert, and has already done one great piece of work in defeating the moving ordinance.

This ordinance, requiring the registration of household removals each day with the police department,



The Stable and One of the Off-Track Freight Depots of The Columbia Transfer Co. at St. Louis.



Warehouse of the New Langan Storage Co.

was fathered by the real estate companies, the butchers, groceries, etc. The time-payment furniture houses were not as active in furthering this ordinance as they have been in other cities, for comparatively co-operative relations exist between the installment furniture companies and the storage warehouses, probably due to the fact that many of the furniture stores have storage houses as side lines, and many of the men in the storage business have been in the furniture business. Thus each can readily understand the viewpoint of the other side and is willing to go half way. A storage warehouseman will tell a furniture dealer when there is a lot of goods belonging to the dealer in the warehouse, but usually the furniture dealer will refrain from replevining the goods, paying the storage charges if the goods are not redeemed and thus gaining possession. The moving ordinance was already on the statute books when the Moving & Storagemen's Association tackled it, but it is now a dead letter.

A state law of Missouri requires that an individual or firm, before engaging in the storage business, must file a bond of \$25,000 before a permit will be granted to carry on the business. However, the enforcement of this law is rather lax, and consequently there are many unbonded little fellows in the business who do not hesitate to cut prices. It seems rather strange to a visitor from another city to see "Bonded Warehouse" painted on the side of a moving van, as is often the case in St. Louis. Doubtless this advertising phrase makes some impression upon the uninitiated public.

At the present time the St. Louis Moving & Storagemen's Association is endeavoring to have this law better enforced, and is advocating an unusual piece of legislation for enactment in St. Louis locally in the form of a city ordinance. It is said that there are good prospects of this ordinance becoming a law.

The proposed ordinance would cover van owners, and transfermen. It provides that each transfer com-

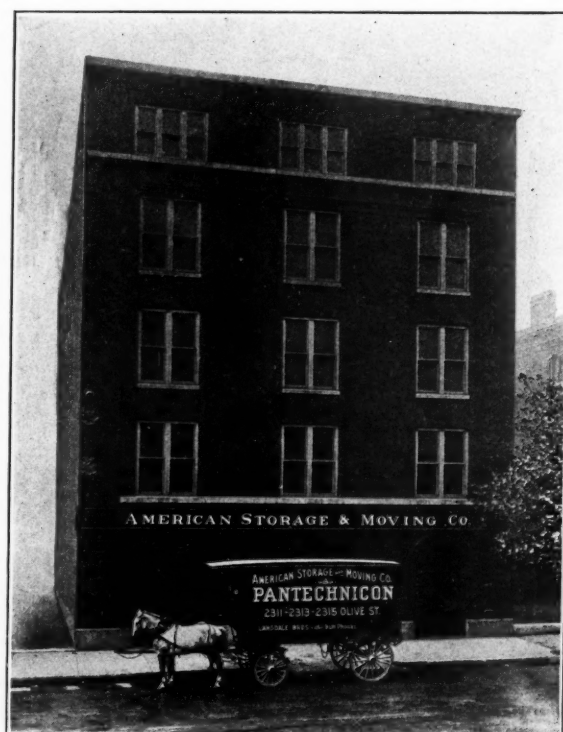
pany must file a bond of \$5,000 with the city before it can engage in the moving of household goods or merchandise, and adds \$5.00 to the vehicle tax for each vehicle for hire in the city. The ordinance also expressly stipulates that the transfer companies are liable for all damage to real and personal property. Upon filing of the bond and payment of taxes, a license to carry on business is issued by the city.

The purpose of this ordinance is to do away with the senseless and unjust competition of the little fellow who is content to make only wages out of his business and who has no real responsibility back of him. Such competition is unjust to the public as well as to the other men in the business.

Comparatively few motor trucks have invaded the moving van field in St. Louis, but they are rapidly being purchased. Probably the largest motor van concern in St. Louis is Aug. Driemier & Son, with five trucks. Two of these are Pierce-Arrow cars of two and five-ton capacity respectively, two are Dorris—a St. Louis made truck—of two and one-ton capacity and the fifth is a G. M. C. of the three-ton size. Poor roads in the St. Louis suburbs and weak bridges have kept back the use of trucks to some extent.

St. Louis is naturally a good motor truck city as far as the moving van business is concerned. The distances are long, and there are several suburbs. Apart-

(Continued on page 20.)



The American Storage & Moving Co. Has a Small Fireproof Warehouse

The Future of Warehouseman's Associations

C. A. Aspinwall, vice-president and secretary of the Security Storage Co., Washington, D. C., read the following paper advocating the federation of existing warehouse associations into one big organization, at the annual convention of the Illinois Furniture Warehousemen's Association, Cedar Point, Ohio:

There may be among the warehousemen who hear this paper those who assisted at the birth of the first warehousemen's association in this country and have since aided in its development and in that of its several brothers. There are many warehousemen whose memory goes back to the time only a comparatively few years ago when associations of warehousemen was not, when no warehouseman knew another except by chance, and when there was no interchange of ideas or of business.

The business in which we are all engaged is at once one of the most ancient and at the same time most modern of businesses. Warehousing is as old at least as Joseph's time and wherever commerce developed, warehousing has been its handmaiden. But household goods warehousing is scarcely 50 years old. The first household goods warehouse was established in New York in the early sixties, and it was not until 1883 that the first fireproof storage warehouse was built. In this year the Lincoln Safe Deposit Co. and the Manhattan Storage and Warehouse Co. each erected on Forty-second street, New York, fireproof depositories for household goods, and in 1890 the American Security & Trust Co. built a similar warehouse in Washington. And it may be said in passing that these three warehouses have never been surpassed in strength, security or convenience, and they are today at last the equals of the best structures of last year and probably enjoy the lowest fire-insurance rating in the country.

Household Warehousing Less Than 50 Years Old.

Really then it may be said with reasonable accuracy that modern household goods warehousing is but a third of a century old, while merchandise warehousing is 30 or 40 centuries older.

The youthful limb from the warehousing tree has, however, not only grown remarkably in size in its short life, but it has had greater development and improvement than any other branch of warehousing.

A contributing factor of no little importance to this rather extraordinary development of the household goods warehousing business has been the warehousemen's association. The credit for organizing the first association of warehousemen undoubtedly belongs to the merchandise and cold storage warehousemen, but

even in this association the household goods members have been a factor of no little importance. Of the other warehousemen's associations all except the Central Warehouse Club are composed exclusively of household goods warehousemen.

To these organizations we are indebted in large measure for the healthy and vigorous growth of the business of household goods storage.

The Founts of Knowledge.

Any man entering the storage business today who will join the several warehouse associations, read their publications and attend their annual meetings, may learn in a year as much about the business as his predecessor of two decades ago could learn in 10 years.

The functions of the association have been largely educational. In the annual conventions of the past dozen years nearly all the problems and difficulties that have perplexed warehousemen have been discussed. We have learned each other's methods, and the clever schemes and ideas of one and another have been adopted by many. We have all profited by the losses and lawsuits of individual members and have adopted or devised ways of protecting ourselves to a great extent at least, from similar misfortune. We have also adopted the practice of exchange of shipments generally to the profit of both warehousemen and customer.

All of this has been of extreme value. We have each advanced in wisdom, efficiency and dignity with the advance of warehousemen as a whole. What has profited one has in a measure profited all and what has enriched all has been shared with each. Every warehousemen's association with which I am at all familiar has justified its existence.

Associations Rapidly Growing in Numbers.

But what of the future? Is it to be but a repetition of the past? We have now three large and strong associations of furniture warehousemen, another (the Southern), of considerable size, and others still of considerable importance and doubtless more to come.

Is it not true that these several associations each functioning along the same lines present to us a very lively problem in conservation? There is a duplication of effort and a waste of energy inevitable from the multiplication of organizations of similar character, each claiming a national scope.

Many warehousemen belong to four associations of warehousemen. Some belong to more. Each association holds an annual convention, discussing largely

the same questions, working largely for the same ends. While it is unquestionably profitable to attend one or two such meetings yearly, it may be questioned if profit can be derived from attending four or five.

Most warehousemen belong to other organizations that hold annual, biennial or triennial meetings. They are members of fraternal orders, they are churchmen, Rotarians, members of patriotic societies and so on, all holding interesting and useful conventions at intervals. Yet warehousemen must be at their places of business occasionally, no matter how well organized their staffs.

It has therefore seemed to some thoughtful members that consideration must be given to the problem of co-ordinating the various associations of warehousemen in some way that will promote their efficiency and power and save the overlapping of work and expense that is the inevitable consequence of multiplying associations along the present line.

E Pluribus Unum.

As an aid to this study a tentative plan will hereinafter be outlined that, even if in itself not acceptable to the members of the various associations at the present time, yet may serve as a basis for discussion and thus perhaps lead to a plan that will effectively unify and strengthen the associations of warehousemen in this country.

Let us suppose the American Warehousemen's Association divested of its household goods members and thus resolved into what perhaps was its original intention, an association of merchandise warehousemen. Let us also suppose that the New York Furniture Warehousemen's Association and the Illinois Furniture Warehousemen's Association should drop all associate members and become state associations. All other associations likewise, we will suppose as merely local associations without members outside their jurisdiction.

Federation of Smaller Organizations.

These associations might then join together in creating a large organization which might be called The Federation of Warehouse Associations. It would consist of members of two classes, organizations and individuals. The organizations should pay dues in ratio to their membership, for example, \$7.50 per year for each member. Individual members, who would come from localities where at present no association of warehousemen exists, would pay a fixed rate of say \$30.00 per year. The Chamber of Commerce of the United States, the Federation of Art Clubs and similar organizations are examples of what is suggested.

For a few minutes let us consider how this might work out in practice with respect to existing conditions.

The state and local associations would concern themselves solely with local matters. They would be

separated from the income now received by some from associate members, but at the same time they would be relieved of the trouble and expense of printing and posting the journals of monthly proceedings which now form a large part of their expense. The proceedings of their monthly meetings could be reported through the columns of a trade publication such as *TRANSFER and STORAGE*.

Locals Would Refer Matters to Federation.

The expense of membership in the Federation of Warehouse Associations could be met by an increase in dues if necessary. There should be no particular difficulty here, because the slight increase in dues would carry with it all the privileges of membership in the greater association.

The Federation would have referred to it by member bodies, matters of national importance, such as legislation, insurance, uniform methods, etc. It should have a paid secretary who would devote his entire time to its affairs, and a board of governors, chosen with a view of geographical representation, who shall be selected for their pre-eminent ability. There might be two annual conventions of this body, one in winter in some city, having much the character of the annual meetings of the American Warehousemen's Associations, but at which matters which had been referred by members associations might be voted on and decided. The other meeting in summer should be of the same general character as the summer meetings of the New York Furniture Warehousemen's Association and the Illinois Furniture Warehousemen's Association.

Furthering Organization of Local Associations.

The Federation should also be active in encouraging and assisting warehousemen in various localities to organize themselves into local associations. This work could be done very successfully, as the chief difficulty in the way of such local organizations are the jealousy and suspicion so frequently existing between competitors.

In this way the number of warehousemen coming within the beneficent influence of association with their fellow warehousemen would be greatly increased to their lasting benefit in an educational and business way, and as has been already noted their increase in knowledge, efficiency and business morals would reflect beneficially on all warehousemen.

The Federation would have much more power and exercise much more influence than the combined power and influence of existing associations. It could more effectively protect warehouse interests against adverse legislation. It could study more carefully the problems that frequently perplex warehousemen. It could gather and keep on file in the best manner for

reference various forms, accounting methods, statistics. It could analyze costs, it could test packing materials, it could perhaps facilitate co-operative purchasing of supplies.

It could in short, with reasonable resources and intelligent management, be of such exceptional value to warehousemen that no warehouseman of fair intelligence would hesitate to pay \$50 or \$100 if it were necessary for the privilege of membership.

The Federation would be supported by dues, and we will take the amounts suggested as a basis for calculation.

The A. W. A. might have 150 members at \$7.50	\$ 1,125
The N. Y. F. W. A. might have 100 members at \$7.50	750
The Illinois might have 100 members at \$7.50..	750
The other State and City Associations formed and to be formed say 1,000	7,500
Individual members say 25 at \$25.00	750
	<hr/> \$10,875

The present associations would not suffer for their loss in revenue from associate members would doubtless be more than made up by their decreased expense in publishing and mailing monthly journals of proceedings. The present members of any of the associations would have perhaps to pay slightly larger annual dues, but many of them would be relieved of dues in one or more other associations.

Expense of Numerous Conventions Avoided.

The expense of the annual gatherings of the A. W. A., N. Y. F. W. A., Ill. F. W. A. and S. F. W. A. would be done away with and in place would be two conventions, one in winter and one in summer, which should under this plan be much larger and of more value than any now held.

The Federation could publish its own monthly or it could recognize a trade paper as its official organ and in this publish a resume of the discussions at the various monthly meetings of member associations, its own messages and notices, etc. This paper would go to all members and would itself serve as a medium for discussion of matters of interest to warehousemen and be of great educational value to the less advanced members.

Some Great Reforms Still Needed.

There are great problems to be worked out, gentlemen, by warehousemen. Our methods have been wasteful, our labor has been poor, our standards sometimes have been low. Our business, like business generally in America, has got to put its house in order and look very much alive, if it is to succeed and prosper in the strenuous times that are an inevitable sequence of the great world conflict that has been raging for 2 years in Europe.

The warehouseman who is slack, who does not know what his service costs, who deals unsympathetically with labor and unfairly or dishonestly with customers is holding you all back. He is retarding progress, but he cannot be eliminated. Therefore he must be educated.

Tremendous Increase in Storage Business.

You have seen our field of operations widen in the past 10 or 20 years to a remarkable extent. While I cannot prove the statement yet I think none of you will doubt it that the amount of household goods stored has increased in 30 years in a ratio double or treble the increase in population. We can continue this process, but to do so we must cheapen our processes without lessening our service. We must make our service more dependable and our methods more uniform.

All these things can be accomplished by organization and co-operation, two of the most significant words in the vocabulary for the modern business man; two of the greatest forces in modern business life. Competition may be the life of trade but organization and co-operation are the body and soul of scientific business.

"A Profession of Business and a Success of Life."

The business man who makes use of these two great forces, who believes in these two great principles, who practices these two great doctrines, he it is who makes a profession of his business and a success of his business life.

I present to you, therefore, a suggestion for more efficient organization and greater co-operation. I hope it may provoke thought and meet with free discussion and that also if the idea finds favor in your minds, some action may be taken to make it a reality; not necessarily the specific plan above briefly outlined but one accomplishing the essential results desired.

Tired Stumble Heels a Pacer When Rested.

Stumble Heels, a temperamental horse owned by Wilbur Hyatt, of Chappaqua, limps whenever it feels that it has done a full day's work and is ready for an hour at the oat bin. It was loping past James Graham, officer for the Society for the Prevention of Cruelty to Animals, recently, when it was seized with a desire to limp. The officer paused, looked at the halting stride and arrested Hyatt.

Stumble Heels and Hyatt appeared before Police Magistrate Baggott. Hyatt, backed by two veterinary surgeons, insisted that the horse was in better condition to walk than the officer. Graham, with an equal number of experts, testified that it was a fit candidate for the boneyard. To break the deadlock Hyatt offered to permit judge and jury to ride behind the animal. Fifteen minutes later the triumphant Hyatt drove away, while Graham was wondering if he had lost his sense of sight.

National Team and Motor Truck Owners Convene at St. Louis

It was the unanimous opinion of the 250 ladies and delegates who attended the fourteenth annual convention of the National Team & Motor Truck Owners' Association held at the Planters' Hotel in St. Louis on June 26, 27 and 28, that St. Louis, although a northern city, deserves to bask in the shade of the laurel wreath long ago awarded to the Southern states for their hospitality. Truly, nothing was more evident at the fourteenth annual convention of the National Association than the desire of the St. Louis members that each and every delegate and guest should thoroughly enjoy his or her stay in St. Louis. And the St. Louis members should feel well pleased at the result, for their desires were fulfilled to the highest degree.

Most of those who attended the convention arrived at the Planters' Hotel on Sunday, June 25. A big delegation arrived from Chicago that day, as did another large delegation from Kansas City and a third from Cincinnati, and another party from Buffalo. E. W. Oatley, who entertained the National Association in his home city of Springfield, Mass., doubtless travelled the farthest of any of the delegates to be present at the meeting.

Luncheon for the Ladies Opened Social Whirl.

Monday morning everyone assembled in the big convention hall to listen to an address of welcome by one of the officials of the city government of St. Louis. President Ratty, of Chicago, then opened the convention, and the ladies excused themselves to attend a luncheon given for them at the Planters' Hotel.

The routine business of the convention having been disposed of, papers were read by some of the delegates. John F. Flood, of Pittsburgh, read a valuable paper on "The Horse and the Motor Truck;" T. F. Ashford, of Pittsburgh, contributed a paper on "Legislation" and H. T. Lay of TRANSFER and STORAGE read a paper on "Advertising."

After the convention had adjourned the delegates and guests boarded special trolley cars at the hotel and went to Mission Inn, one of those out-door dinner gardens of which St. Louis, like Chicago, is fortunate enough to possess several. The Mission Inn is very attractive, being built in the style of an old Spanish Mission, like those of southern California. While the dinner, which was a very good one, was in progress, the inimitable John T. Counsel of the Cartage Exchange of Chicago, entertained the diners with a Scotch selection entitled "There Never Was a Chinese Laundry Where the Shamrock Grows."

On Tuesday the business session of the convention

took up the question of motor trucks, fifteen minutes being allowed for a presentation of the advantages of the worm drive and the internal gear, by two exponents of the different types of transmission. The state veterinarian gave a short and interesting talk on horses and their care. A representative of the Quaker Oats Co. gave a talk on scientific feed and Dwight Hamlin, in an interesting talk, told the delegates how he discovered H & S Scientific Feed.

At noon the ladies attended a luncheon at the Scruggs-Vandervoort department store and went on a shopping tour. At 2 p. m. between thirty and forty touring cars pulled up before the hotel and, forming a parade, took those present through some of the city's finest residence sections, through the famous Forest Park and for a tour in the suburbs, ending with dinner at Forest Park, Highlands, followed by a dance, swimming and a vaudeville show.

Expedition to World's Largest Brewery.

It was difficult to realize that the last day of the convention had come, when the delegates assembled in the convention hall on Wednesday, and there was a visible feeling of regret that it was so soon to end. Much business remained to be transacted, and although the St. Louis Association had arranged for an afternoon expedition to the Anheuser-Busch Brewery, which is said to be the largest in the world, most of the delegates stayed in the convention hall until late in the afternoon.

An interesting speaker was C. M. Talbert, street commissioner of St. Louis, who told of the co-operation existing between his department and the St. Louis Team Owners' Association. He told the delegates that a working agreement should exist between local associations and their respective street departments by which the team owners would report the condition of streets to the department regularly, and would offer suggestions as to how conditions can be improved, and how traffic can better be regulated.

He told of a meeting that had been held in his office last fall of the team owners and the street railroad authorities by which definite plans were laid for snow removal, and co-operation had been established between the team owners and the railroads. He said that the superintendent of the street railway system had informed him that during the past winter delays had been less than ever before, in spite of very heavy snows, and that he could see that this was due to the co-operation of the team owners and the street railways. Through the efforts of the team owners and Mr. Talbert, sand depots have been established in

down-town St. Louis at which sand may be obtained and sprinkled on the streets in the winter.

Would Re-open Tailboard Case.

T. F. McCarthy, of New York City, then read a paper on the railroad terminal situation, and in closing advocated the re-opening of the tailboard delivery case, saying that this case had not been properly put before the members and before the merchants. The Interstate Commerce Commission denied the right of the team owners to petition in regard to terminal conditions, hedging behind the statement that they had no interest in the freight other than its transportation. Mr. McCarthy's idea was to get the merchants interested and to get them to interplead.

Mr. McCarthy made the following recommendations. 1—that the transfermen report infractions of the rule of what constitutes a legal delivery to the National secretary. 2—that they protest to the railroad authorities. 3—that they co-operate with the freight agents. 4—that they keep conditions before the merchants. Mr. McCarthy advocated a publicity campaign through the newspapers that reach the merchants, to educate them to the need of better conditions at terminals.

Amendments to Cummins Act.

He suggested that the following amendments to the Act to Regulate Commerce be pushed by the members of the association: a—making it unlawful for a common carrier to require the consignee or the transfermen or his agent to enter upon a terminal platform and select his consignment of freight. b—make it unlawful for the consignee or his agent, the team owner, to remove freight from station doors in order to unload his vehicles. c—when consignee or his agent performs any such labor, that the railroad be compelled to pay him for it.

These amendments to the Act to Regulate Commerce were endorsed by the convention, but there now exists a difference of opinion in regard to tailboard delivery in the National Association. Many of the middle western cities are accorded tailboard delivery, and they do not care to re-open the case.

The question of raising the per capita tax came up, and a lively debate followed. It was finally decided that the per capita tax shall be \$1.50 and that no more annual dues be required from local associations.

New Member Elected.

The association went on record as against all ordinances such as that recently advocated in New York City, which would require horses to be sharp shod during certain winter months. A letter from H. R. Rowley of the Boston Work Horse Relief Association was read in which the wood block pavements were blamed for most of the accidents to horses through slipping. The association agreed to a program in cruelty cases

which would require procedure in this order: Prevention, Protection, Correct, Arrest and Conviction. The Warren, Ohio, Team Owners' Association was elected to membership in the National Association.

The association carried a motion made by J. Goldberg, of New York City, that the President be authorized to make arrangements with some representing firm, company or individual who would organize local associations and bring them into the National. It was voted also that the National Association advocates the elimination of watering troughs for horses and the substitution of the sanitary fountain and bucket system as used in Kansas City. The Kansas City Team & Motor Truck Owners' Association distributed blue prints of the unpatented fountain used in that city. The Association endorsed uniform traffic regulations.

Sproul Is New Secretary.

N. F. Ratty was re-elected president, George Sproul of the Commercial Express Co., also of Chicago was chosen for secretary and J. J. McDevitt, of Cincinnati, was re-elected treasurer. With the exception of a few changes in the Board of Directors the other officers remain as they were.

In his speech of acceptance, Vice-president T. F. Ashford, of Pittsburgh, advocated the opening of local associations to anyone owning a horse or a motor truck, and not limiting membership to those engaged in the transfer business as in some cities.

The annual banquet took place that evening at the Planters' Hotel, and a finer banquet would be difficult to discover. Professional entertainment was provided, and this was very good, but the guests insisted upon having Mr. Counsel, of Chicago, again. Mr. Counsel accordingly entertained with the "bones." Selections had been printed inside the menu, and everyone joined in singing them. Hupp Tevis, of St. Louis, was toastmaster, and called upon some of the leaders to informally respond.

In 1917 the National Team & Motor Truck Owners' Association will meet at Philadelphia. Cincinnati tried hard to get it, but finally withdrew in favor of Philadelphia. But as one Philadelphia delegate remarked when the talk of the delegation turned to entertainment, aboard the New Yorker, homeward bound, "We'll have to go some to entertain them, after the pace that's been set by St. Louis."

* * *

One of the most important papers read at either the National Team & Motor Truck Owners' Convention or the annual meeting of the Illinois Furniture Warehousemen's Association was that of John F. Flood, of Pittsburgh, read at the former convention. Mr. Flood, who is in the coal business, gave cost figures for both horses and motor trucks and made several significant statements regarding the service and care of both methods of transportation.

Transfer and Storage in American Cities

(Continued from page 14.)

ment houses are numerous but few of them are over three stories in height, elevator delays being avoided. St. Louis is generally fairly flat although a few hills are encountered in the suburbs. The only hill of importance in the city itself is that along the river front where moving vans seldom go unless on their way to the downtown or East St. Louis freight stations.

The electric truck has made little progress among the moving men of St. Louis, who need to be educated up to it. There is only one electric truck in the moving van service in the city. This is a two-ton General Vehicle owned by the Orcutt Moving & Storage Co., who are well pleased with it.

With the exception of office moving, there is no hourly scale in St. Louis. Two dollars per hour is charged for moving offices. The association is working for the hourly basis, but has met with little success so far owing to the number of little fellows in the business. Most of the moving work is by contract, but a flat rate of from \$5.00 to \$6.00 per load is made for single loads within a radius of twenty blocks from the warehouse. There is much tailboard loading and there are many screen-body vans. The average van contains about 430 cubic feet.

The minimum rates quoted above are for ground floor removals. The same rate applies in warehouse to house and house to warehouse moving as in house to house work. For a piano in a load, \$1.50 extra is charged, and \$1.00 extra is charged for each stairway down or up which goods must be moved. For hoisting a piano, the average rate in St. Louis is \$7.00. This includes hoisting at both ends.

There is no union among the furniture movers in St. Louis but the drivers and helpers get the same scale of wages as the unionized drivers and helpers in the freight transfer business. Drivers get \$16.50 and helpers \$15. Motor truck drivers get \$18 per week. This scale applies to both white and colored help.

With motor moving in St. Louis the mileage basis of charging has not yet come in. A few firms are charging by the mile for anything over 10 miles, and are getting \$1.00 per mile, but most of the work is by the load or contract.

Household goods storage buildings, as has been said, are not on a par with those in other cities. So-called fireproof buildings are mainly fireproof through sprinkler system installations. These buildings are of steel and concrete construction and doubtless would be hard to destroy through fire, but they do not give one the impression of fireproofness and security given

by warehouses in other cities. Most of the warehouses are not fitted with more than a few private rooms, and the walls of these rooms, where they exist, are of corrugated asbestos board, which might withstand the heat of a fire, but would be liable to cave in under pressure.

Practically all of the storage is in the open, and it must be admitted that sprinklers are a good thing in open storage. There are no ornate storage offices in St. Louis as in other cities, and only one household goods house has safe deposit boxes.

The rates for household goods storage in St. Louis are low. They range from \$2.00 per van load up, the best prices being around \$3.00 in either open or room storage in a fireproof building. When there are two or more loads the \$3.00 rate becomes \$2.50 per load. In non-fireproof buildings the rates are \$1.50 and \$2.00 per load, differing very little from fireproof rates. Twenty-five and 50 cents each are charged for trunks and small pieces, some concerns refusing to take any piece of storage for less than 50 cents. Pianos may be stored for from \$1.00 to \$2.00 in a piano room.

An inter-locking directorate system exists among three of the largest household goods storage companies in St. Louis, which practically amounts to a branch warehouse system. These three companies are the American Storage & Moving Co., the Langan & Taylor Storage & Moving Co., and the R. U. Leonori Auction & Storage Co. The largest single warehouse building in St. Louis is that of the Leonori company, which contains 220,000 square feet of floor space. Next comes the building of the Langan & Taylor company on Delmar avenue, containing 120,000 square feet. None of the others have over 90,000 square feet.

In the Langan & Taylor warehouse the ceilings are 12 feet high. It is said that this great height is necessitated by the need for economizing on floor space due to the low rate of \$3.00 per load. It is practically all open storage and the goods are piled to the ceiling. In this warehouse there is one elevator big enough to take a van onto any floor to load or unload it. This company is using Ford cars with Trailmobiles for carrying packing material, etc. to and from outside jobs, and has found the use of wagon trailers behind motor trucks on long distance jobs, also of value.

A new company in the field in St. Louis is the Langan Storage Co., of which B. A. Langan is the head. This newcomer in the field is a brother of one of the founders of the Langan & Taylor company, who has retired from the business. This concern is entirely motorized, its moving equipment consisting of three motor trucks of three, two and ton and a half capacity and Wilcox, Mack and Lippard-Stewart makes, respectively.

Practically all of the household goods storage houses in St. Louis are as full as they can be jammed; and in-

dications point to considerable growth and development in the household goods storage business in St. Louis.

The baggage transfer business is practically all in the hands of the St. Louis Transfer Co., which operates a fleet of six motor trucks moving baggage to and from distributing centers. One of these vehicles is a Reliance, two are Packards, one is a White and two are Autocars. All are of two-ton capacity. The typical baggage body in St. Louis is an ordinary box wagon. It is estimated that each of the trucks has displaced six horses, or two wagons with three horses to each wagon.

A new baggage transfer tariff, effective July 1, has been issued by the St. Louis Transfer Co. This places the rate for a trunk in the first district at 35 cents, and the rate for a hand bag at 25 cents. Ten cents more is charged for trunks to and from the river boats because of the hill at the levee. The new tariff divides the city into five districts.

In the heavy halage field in St. Louis the Weber Drayage & Warehouse Co. has little competition. No other transfer firm in the city is eqnipped to handle as heavy work as the Weber company which has one fifty-ton wagon.

As has been stated, the development of the merchandise storage business in St. Louis is not as great as one would believe considering the size of the city and the other factors in the situation. Kansas City has surpassed St. Louis as a merchandise storage and distributing center.

The principal merchandise storage firm in St. Louis is McPeeter's Warehouse Co., whose building is located in the river front and has a railroad siding. This build-

ing contains 138,000 square feet of floor space. There are a few other smaller merchandise storage companies in the city.

The Cupples Station, owned by the Railroad Terminal Association is an office and loft building with direct track connections, and is tenanted by firms and individuals desiring small office spaces and storage room.

Through the efforts of the St. Louis Moving & Storage men's Association, the industry, as far as the moving and storing of household goods and merchandise are concerned, will gradually be put on a firm foundation. There are more developments to be looked for in the household goods business than in any of the other allied lines in St. Louis. The increased use of motor trucks of both gasoline and electric trucks, newer and more modern buildings, an increase in storage rates and the establishment of the hourly basis for household removals with the hourly and mileage basis for motor removals are some of the changes that will be brought about in St. Louis within the next few years.

Acceptance of Package Without Valuation.

The Georgia Court of Appeals rules that where an unmarked package with no written or stamped indication of its value was accepted in violation of Interstate Commerce Commission classification No. 633, express classification No. 2, section E, by the carrier's agent, the carrier thereby assumed the risk of loss in carriage, with liability to pay the full value of the shipment.—Southern Express Co. vs. Essig Bros., 87 S. E. 1090.



Fleet of Motor Trucks Used By The St. Louis Transfer Co.



Standing, left to right, Messrs. Smith, Shanahan, Bateman, Mills and Page
Sitting, Hebard, Keenan and Le Moyne

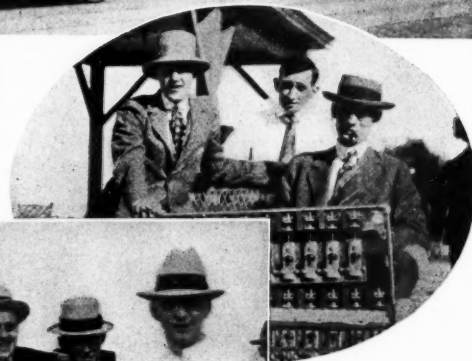
Some of the Bunch
at Cedar Point



Sightseeing in Cleveland,
The Neal warehouse on Euclid Ave.



F. L. Bateman and Charles S. Morris



Col. Shellhouse's portable
electric piano



Messrs. Rainey, Leonard,
Faulkner, Cathcart
and Dennart



The Southerners — Messrs. Walker,
Delcher, Baird, Johnson, Perky, Hur-
witz, Withers, Cathcart and Sherman

H. J. Latimer and his Form-a-Truck
with van trailer, exhibited at Cedar
Point

Illinois Association Gathers at Cedar Point

When President Bateman of the Illinois Furniture Warehousemen's Association made the statement that being a jolly good fellow over-shadowed everything else, he gave official sanction to a spirit which was most evident all through the tenth summer meeting of that association, held this year at Cedar Point, Ohio, from June 23 to 27.

The men from the east, arriving first, got their bearings and were ready to form an escort for the men from the west when they pulled into Sandusky on the special train from Chicago, Friday afternoon. A short boat trip brought them to convention headquarters at Hotel Breakers, Cedar Point.

Not Necessary to Remember Names.

Official badges were immediately handed out. These badges bore numbers corresponding to those opposite the names of members and guests in the convention program. In addition to this means of easy identification, there was space on each badge for the name of the wearer, making it simple to become acquainted with every one in the party.

The lid was lifted immediately on the arrival of the 215 leading household goods warehousemen from every section of the country and for 4 days the only limit at Cedar Point was the blue sky.

After dinner, Friday evening, the party inspected the midway attractions. The convention badge admitted free to shows, roller coasters and to the dancing pavilion. The great number of badges in the big dancing pavilion and the rathskeller below proved conclusively that the badge system of becoming acquainted was working out well. By midnight all the warehousemen were on close harmony terms and paraded back to Hotel Breakers to the familiar strains of "There's a Hole in the Bottom of the Sea," "I Wear My Pink Pajamas in the Summer When it's Hot," etc.

"Chair Practice" and the Sun Rise.

Chair practice lasted so late Friday night and the sunrise proved so attractive Saturday morning that many of the men decided to postpone sleep until Saturday evening and the crowd gathered early for the annual baseball game and the golf tournament. The baseball game was played on the beach. We can't publish the final score here because the runs came in so fast that Kaufman, the umpire, got dizzy and Blackburn, the official score keeper, ran out of note paper.

The vaudeville show Saturday evening was a genuine success. The whole performance was arranged especially for the convention by the Henry Brown Amusement Exchange, Chicago and much credit must be given to "Papa" Brown and "Joe" Meyer, chairman of the entertainment committee, for choosing

such a varied and accomplished line of talent. Special mention is due the monologue of Morrison Wood, son of the "best looking" Ralph Wood. He was the only non-professional to take part in the performance.

The *Daily Van Load* was distributed Sunday morning by chief of the newsies—Ralph Wood. On the front page was published Keenan's proposed plan for the Home for Superannuated Warehousemen. The rest of the paper revealed dark secrets and scandalous doings of the members during the past year.

No events were scheduled on the official program for Sunday, till evening, so the men took advantage of the remarkably good beaches and spent all Sunday afternoon in the water. Be it said that no other point on the Great Lakes offers as fine bathing as Cedar Point. Some of the men from the east missed the salty flavor of the water but that was the only complaint recorded.

Charles Morris and "The Land of Promise."

In spite of the fact that the weather was warm and sticky Sunday evening, the members and guests gathered in the meeting hall to hear Col. Frank Shellhouse lecture on his recent trip "Indianapolis to Jerusalem." That they all felt rewarded was evidenced by the favorable comments that were overheard among the men during the remainder of the meeting.

The first business meeting began Monday morning. Owing to the long program scheduled, President Bateman did not read his address of welcome and the first paper read was the report of the Secretary, R. J. Wood. Mr. Wood proposed the federation of all the transfer and storage organizations in the country to make one national association and cited several plans that have been worked out by other national organizations which would be feasible to adopt for such an association. This question was taken up more fully in a paper written by C. A. Aspinwall of the Security Storage Co., Washington, D. C., and read by C. W. Pimper of the same company. This paper appears elsewhere in this issue.

No Raise in Dues.

The report of M. H. Kennelly, Treasurer, showed that the expenses of the organization used up the entire income, but a motion to raise the dues of the associate members from five to ten dollars did not receive a second.

T. A. Jackson, chairman of the Committee on Uniform Methods, submitted a revised blank form for the members to use in making shipments to corresponding warehousemen which was adopted by vote of the convention. This shipping form will be reproduced in a later issue of *TRANSFER and STORAGE*.



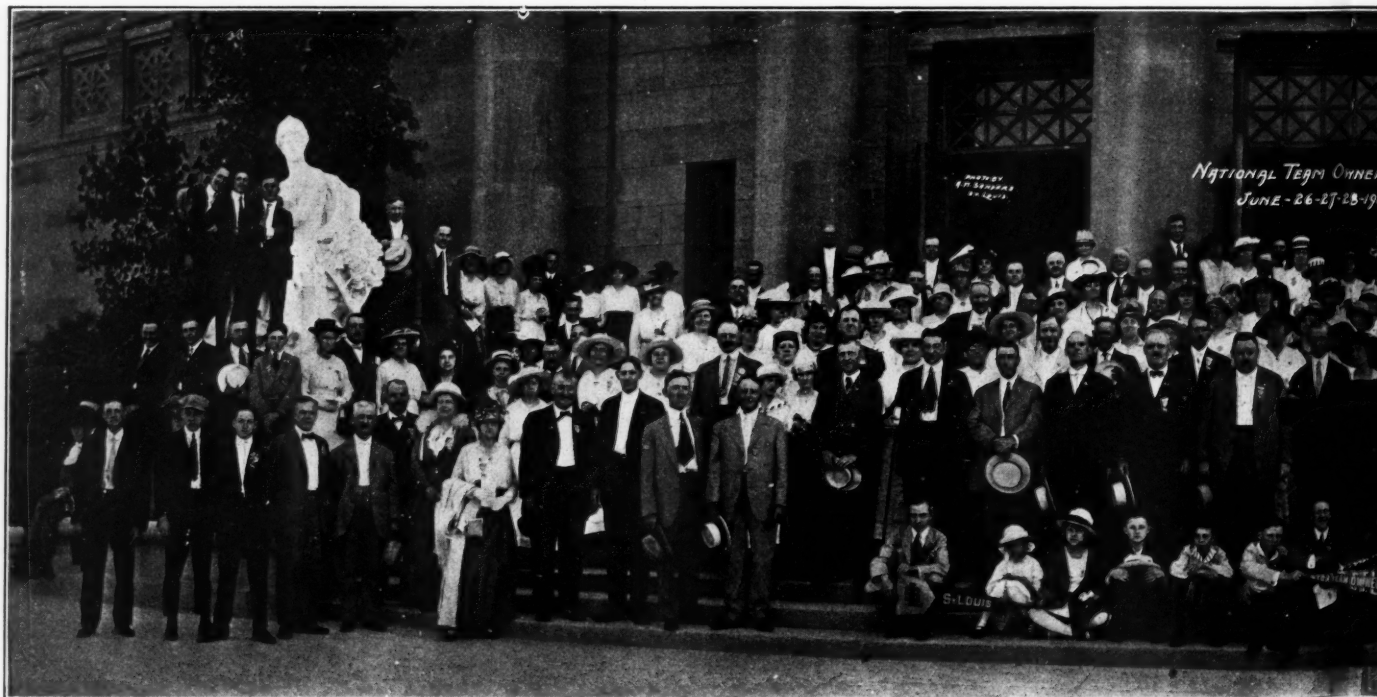
The Illinois Furniture Warehousemen's Association

There was an interesting discussion on the advisability of adopting a rule to govern the collection of accounts on inter-city shipments. Very few of the men who participated in the discussion reported trouble in collecting through corresponding warehousemen but the opinion seemed to prevail that the only policy for the association to endorse was to recommend that every warehouseman get the cash whenever possible

before shipping the goods.

James F. Keenan read a paper entitled "Experiences;" in which he recalled several amusing incidents that had happened in connection with his work in the transfer and storage business. This paper produced many hearty laughs and we hope to print it in full for our readers later.

The question "Should a Warehouseman have the





's Association at Cedar Point, Ohio

right to bid in goods he is selling for charges?" was debated at length. The consensus of opinion was that, although the warehouseman now has legal right to do so, the impression created by such action is anything but favorable to the warehouseman. Col. Shellhouse, of Indianapolis, reported an experience of his that was enlightening on this subject.

After bidding in goods that he was selling for

charges, his company was sued by the owner of the goods, a widow, and the jury, sentimentally inclined, awarded a judgment of \$350 against his company. This case was carried to the court of appeals and the decision was reversed. The legal expenses necessary to carry this case to the higher court were so great that Col. Shellhouse advised the members against bidding in goods that they were selling.



M. H. Kennelly, chairman of the special committee on Uniform Packing Methods, submitted a printer's proof of a book of specifications and suggestions for packing household goods. This book is made up of a series of forms showing the average amount of material and labor necessary to pack almost any article found in the ordinary household. These forms are worked very carefully and will form a basis for an estimation to work from that will tend to make more uniform both prices and methods.

Books on Packing to be Printed.

There is no doubt that the use of this guide will also tend to raise the general standard of packing household goods. It constitutes the greatest single advance toward the good of uniform methods and prices. It was voted to have these books printed in pocket size and sold to warehousemen.

The paper "From the Primitive to the Practical" by Chas. S. Morris is published in this issue.

Clarence J. Neal read a paper on "The Practical Value of Our Organization to the Newcomer in the Business," in which he stated that the newcomer could gain as thorough a knowledge of the transfer and storage business in 2 years, through studying the experiences of members of the various associations, as could be learned formerly by actual experience in ten years or more.

E. G. Trimble of the Employers Indemnity Exchange, Kansas City, Mo., gave an enlightening talk on "Reciprocal Insurance." After Mr. Trimble's talk the members voted to appoint a committee to investigate the plan of insurance submitted. The Central Warehouseman's Club and the American Warehousemen's Association have investigated and have officially endorsed the plan of the Employers' Indemnity Exchange. Without doubt the Illinois Furniture Warehousemen's Association will also endorse this plan after their committee reports, because a saving of approximately 25 per cent. in present insurance rates is made possible.

Declaration of Value in Moving Clause.

In speaking of the liabilities of the transfer and storage man, Chas. S. Morris suggested that instead of the familiar clause in the present order for moving, that states a limited responsibility, a declaration of value be requested. This idea seemed to meet with the approval of the other members.

The question of whether one large warehouse, centrally located, is more profitable than several warehouses in various sections of a city, seemed to be decided in favor of the several smaller warehouses. It opens up a larger field for new storage business, cuts the length of cartage hauls to warehouse and, in case of cartage across a city, enables the warehouseman to get a return load or, if late in the day, to stable his

horses or garage the motor van at one of the other warehouses.

"Getting Closer Together" was a subject treated by R. P. Blauvelt, in which he cast new light on the value of associations to the members.

Exhibit of Advertising Matter.

An interesting exhibit of advertising matter was open during the entire meeting. The chief displays were made up of posters, street car cards, folders and booklets. The displays of the Garfield Park Storage Co., Chicago, and the Turner Storage & Moving Co., Denver, seemed to attract the most attention. It was an exhibit worthy of careful study on the part of every member, as this subject is receiving more attention each year.

The big banquet Monday night was the final event on the official program. There were none of the usual speeches but a lively program of song and dance was provided. To add to the merriment, three prizes were offered to the three men attired in the catchiest design of shirtwaist. First prize, a gold knife, was awarded to James F. Keenan whose shirtwaist was besprinkled with shamrocks in front, with a generous sized flag of Ireland across the back. Chas. S. Morris walked away with second prize consisting of a poker set and J. H. Meyer won third prize, a fountain pen. James F. Keenan read a telegram that he had just received from the Kaiser. (We understand that the censor was overworked, it came through in full).

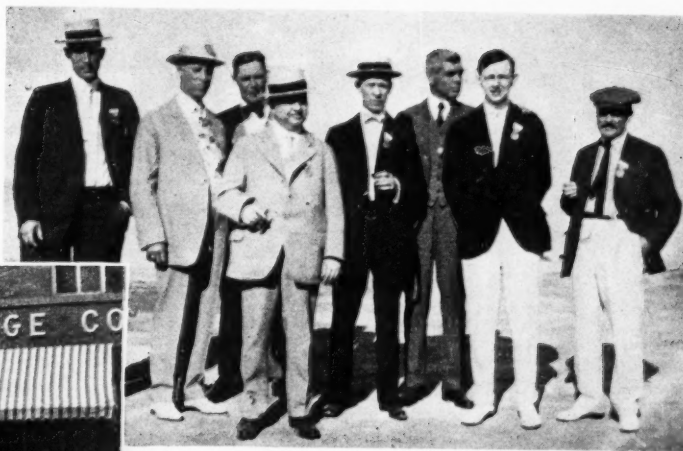
Charlie Morris as the Swami.

P. J. Mills appeared as Col. Cody with a new line of stories. Then the Swami, fresh from India, appeared to reveal the secrets of the dark past and to predict the future events in lives of the members of the I. F. W. A. The Swami, who resembled Charlie Morris, told secrets and stories that he would publish but for our tender regard for the linotype machine.

Some of the men got away Monday night after the banquet and the others left Tuesday morning. About fifty went to Cleveland, to be entertained by H. J. Latimer and Clarence Neal for the day. It was a day well spent. The party was met at the train with automobiles, given a luncheon at the Cleveland Athletic Club and a drive through the parks and boulevards in the afternoon. During the drive stops were made at the Neal warehouse on Euclid Avenue and at the main warehouse and the eastside warehouses of the Lincoln Fireproof Storage Co.

Later in the afternoon a fine luncheon was served on the lawn at the attractive residence of Mr. Neal and the evening was spent at the spacious new home of Mr. Latimer. In this Cleveland party were many of the men from the South, where hospitality is notable, but the South itself could not have outdone our Cleveland friends.

With the Bunch
at Cedar Point



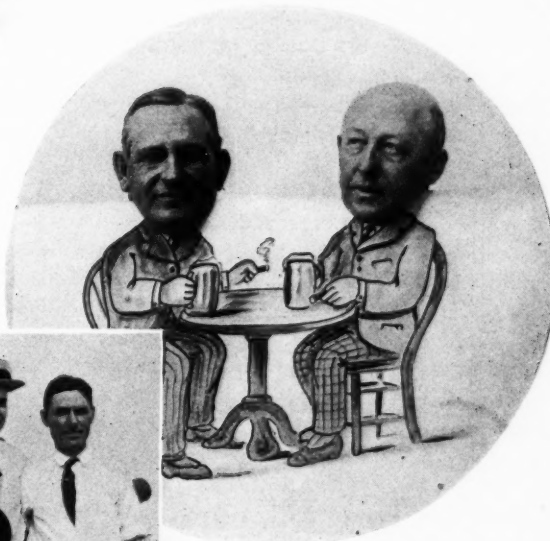
Messrs. Leritz, Turner, —, Brown, —, Leonard, Kennelly and Strang



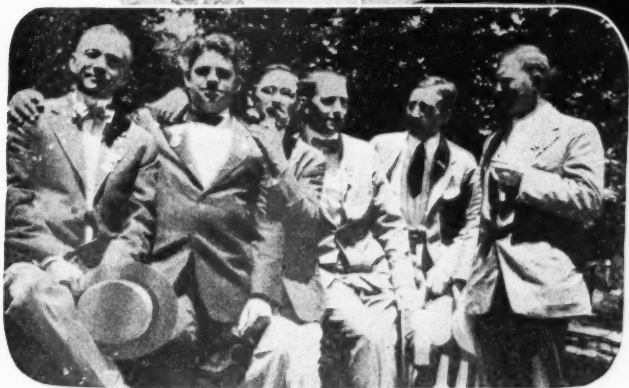
Sightseeing in Cleve-
land, one of the
Lincoln company's
warehouses



Just "Pleasic" Mills



Keenan and Smith as typical Cedar Pointians



Messrs. Kissick, Squires, Bostwick, McCanse,
and Foster with one other

Some more
of the
bunch,
including
D.V.
Murdoch
and
Knute
Warner



Messrs. Squires, Bostwick,
and Leet with Keenan's
dog

Advertising for the Transferman

The following paper was read at the St. Louis convention of the National Team & Motor Truck Owners' Association by H. T. Lay, Managing Editor of TRANSFER and STORAGE:—

The man who does not realize the value of advertising is dead. If he is not dead physically he is dead as far as progress is concerned. But it takes something besides the realization that advertising pays to put through an advertising program that will produce results. It takes a knowledge of the science of advertising—at least of the fundamentals.

Generally, advertising may be separated into two classes—advertising which is intended to create an immediate sale of the commodity advertised, and advertising which works on the memory of the reader so that when he or she desires anything in that particular line, the company whose advertising has most attracted him or her will get the business.

"Constant Dripping Will Wear a Stone."

The transferman cannot create a demand for his services. He cannot stimulate immediate sales, and consequently, his advertising must be intended to remind those to whom he wishes to appeal that he is always at hand when needed. He must depend upon the name of his company, his telephone number or his address sticking in the minds of possible customers so that when those customers desire to have goods transferred, his company will be the first to come to mind.

Of course there is a certain amount of business that is always to be had, such as the steady trucking business of the merchants, but it is among these that salesmanship must supplement the advertising.

There are three main steps in mapping out an advertising program. The first is the selection of the people upon whom the campaign is to be made, the second the appropriation to be spent and the third the selection of the method of advertising and the preparation of the advertising reading matter—what is technically known as "copy."

Classifying the Prospects.

In the larger cities the selection of the possible clientele is much more difficult than in the smaller centers, where the whole membership of the community may need the services of the transferman at some time. In the larger centers where the transferman specializes, where he is a truckman, a van owner or a warehouseman, he must specialize in his advertising, for not everyone in the community can or will be a prospect for his business. Then, too the business may be national as well as local.

In the larger centers the truckman wants to reach the merchant, the van owner wants to reach the house-

holder or flatdweller and the warehouseman wants to reach both, if he does both household and merchandise storage.

Having settled the question of the class of people he wants to reach, the transferman can then decide how much he wants to spend in keeping his name and business facilities before them. Among the larger advertisers it is customary to settle upon the amount that is to be spent on advertising during each year, at the end of the fiscal year. A percentage of the past year's business is set aside as an advertising fund. This percentage may vary according to popular demand and the growth of the business, but for the transferman, ten per cent or fifteen per cent is a large enough percentage to set aside for advertising.

The Advertising Medium.

The question of the method of advertising, the selection of the best way to reach these people with the money at hand, is probably the most difficult of the three to decide. There are three ways of advertising. One is through the public prints, another through the mails and the third through the distribution of souvenirs, novelties, calendars, etc.

This is where the selection of the class of people to reach is of importance. If the truckman desires to reach the merchant through the newspapers and magazines he wants to pick a newspaper that has the highest percentage of merchant readers. Otherwise he is paying to get his advertisement before people who could not use his services. The motor truck manufacturer who advertises in the *Saturday Evening Post* is paying perfectly good money to get his advertisement before a great many people who could never have any use for a motor truck. The prepared food manufacturer, chewing gum manufacturer, etc., however, who uses the *Saturday Evening Post* is not paying a per capita tax to reach people who could not use his products, because nearly everyone has something to say about what they eat, and most of us will have to admit that we occasionally chew gum. And these things are true because the *Saturday Evening Post*, which we use only as an illustration, has no definite class of readers—its readers are of all classes.

The paper that the transferman selects, the mediums through which he reaches the merchants, should be those read by the heads of business, and especially those read by the men who have charge of the shipping of freight, the men that usually hire the trucks.

Spreading the Appropriation.

When the truckman has selected the newspapers he wants to advertise in he must turn to his advertising appropriation once more. Will it allow him to include all these papers or will it limit him to one or two? Will it allow him to carry an advertisement in

each issue or can he go in only occasionally? Will there be anything left for other advertising methods or will his newspaper campaign use up the entire appropriation? How big a space can he afford to take in the medium he has chosen?

Too often the advertiser finds that he cannot carry a large space in each issue and that he can use his chosen mediums only occasionally with large spaces, and he decides to follow that plan. This is a sort of catch as catch can method of advertising. If there is business to be had when the advertiser is advertising, well and good, doubtless he will get some of it, provided his advertisement is attractive and other things are equal. But, would he be better off if he carried a small space in each issue, provided there were not many others in the same line of business advertising in the same medium?

Then, when a prospective customer wants a truckman, his name is right before him, or the truckman's persistent advertising has so firmly fixed his company's name in the mind of that prospective customer that the customer can not think of any other trucking company.

The Classified Telephone Directory.

Classified telephone directories are a good thing sometimes, but usually the trouble with them is that every truckman in the city has a big advertisement under the trucking classification, and when anyone looks in the classified directory for a trucking company, he may not get any further than the first few pages. Then, too, with classified telephone directories, the advertiser is paying for circulation that is not doing him any good.

Probably the best method for a trucking company whose business must necessarily be limited to a few firms in his own neighborhood is to use the mails for his advertising campaign. Circular letters, blotters, folders and such material come into use. With the circular letter the one-cent stamp is a delusion and a snare. Circular letters with one cent stamps on them are circular letters to the recipient at a glance and in most cases they go into the waste basket without being opened, for they usually arrive with a large bundle of other mail, and the recipient, seeing the other mail, is too busy to bother with them. The more expensive but more efficient two-cent stamp is the proper sticker.

Small Folders Attract Attention.

With folders mailed under a one-cent stamp, however, it is a different proposition. If the folder is small and neat the victim will usually open it and look at it, for if he is a progressive businessman himself he is after all the folder ideas he can get. If it is novel in form or exceptionally good he is very apt to keep it as a reminder for a folder for his own business. Then, you have him, for if the question comes up—"What

is a good trucking company?" he is immediately reminded of his folder and looks it up. If the folder is a big, unwieldy affair, no busy businessman is going to take the time to spread it out on his desk and look it over.

Calendars are good advertising mediums but they must be original and attractive to get a place on an office wall these days when the average business house receives half a dozen calendars at the beginning of every year. Out of half a dozen received by us this year, we had room for only three. One of these, the best of all of them from the advertiser's point of view, was a calendar gotten out by the Westfield Storage Warehouses, of Westfield, N. J.

Action and Realism.

The decorative feature of this calendar was a large yellow motor truck with the name of the Westfield Storage Warehouses painted prominently on the side. In fact the picture of the truck, taking the place of the commonplace landscape with purple cows in the foreground, is a reproduction of one of the Westfield company's moving vans. Here you have something with the company's name prominently displayed and at the same time suggestive of their business. If we had anything in the line of shipments going to Westfield there isn't any doubt but that the Westfield company would get the preference. A little more action and realism might have been given this calendar had there been a crew of men on the truck.

Watching the Details.

Speaking of action and realism it is noteworthy that a customer of the Chelsea Storage Warehouses, of New York, once told that company that he had been attracted to their company by their advertisement in the classified telephone directory, and that he had picked their advertisement out in preference to any of the others, because the motor truck they displayed had dust curling up from the wheels as though it was in motion.

Novelty advertising is all right when the novelty is not awkward and unusable. A firm one time sent us a small clock, bearing their name and address. These clocks must have cost something, but the one they sent us wouldn't go. Finally we dropped it out of the eighth floor window to see how far it would go and it went eight stories. A white wing picked it up and I suppose it went still farther but however far it might have gone it never got ahead of time.

Another novelty sent us was an inkstand in the form of a reproduction of a storage warehouse. The inkstand was just a square affair, slightly too large. You stuck your pen in the front door to get at the ink, and the front door was small. About the most useful and really valuable advertising novelty we ever got was a paper cutter sent us by the Model Storage Warehouses, of Newark, another New Jersey concern.

This paper cutter still occupies a prominent place on the desk and is used every day at least once.

A pair of shears, a good postal scale or a bowl and sponge for wetting stamps would make a good advertising novelty. Anything that is used in an office will come under this category, but the wise advertiser will keep away from such delicate mechanisms as clocks, which are more bother than they are worth when they won't run.

Blotters enclosed with all mail sent out make good advertising methods, but here the advertiser gets into competition with the insurance companies, etc. If it isn't something pretty good it's better not to send it. One of the best advertising stunts we have seen since we have been connected with the transfer and storage business is that of the Union Transfer Co., of Milwaukee, Wis. This company gets out a blotter, one side of which is gotten up in the form of a newspaper, called "The Transfer Agent." However, if everyone starts sending out such blotters as these they will lose their effectiveness for all concerned.

Preparing the Copy.

After the transferman has decided on the method of getting his advertising before the people the question of the material perplexes him. It is a question just what he should say in his advertising. He is selling his services, and it is his service, his dependability that he must play up strongest. He must also be reliable financially as he is financially responsible for the goods intrusted to him. The honesty of his employees, the promptness of his service, the fact that he takes entire charge from the minute the goods leave the merchant's door until they arrive at the freight station, all can be used at different times. If the advertiser uses newspapers or periodicals his reading matter or "copy" should be changed with each advertisement, each issue of the publication. If he strikes one advertisement that pulls particularly well he can alternate this with other advertisements, but a single advertisement loses its force if continually repeated. And of course circulars and folders will have to be different each time.

The best kind of advertising copy is that which is timely. During the recent and present freight congestion at eastern ports, one trucking company which specializes on motor transportation began an advertising campaign calling attention to its facilities for trucking freight from distant terminals into New York City, or vice-versa. Thus a New York merchant could have his inbound freight consigned to some distant New Jersey town and trucked into New York City by motor by this company which told him repeatedly in newspapers, read by the merchants, that that was what they were in business for. In this way the merchant avoided the lost time at New York City terminals and got his freight when he wanted it, or as nearly at that time as conditions would permit.

In all advertisements the wise transferman avoids the inducement of cut prices. Cut prices do not bring business that lasts because someone else is coming along some day that cuts closer than you do, and you are going to lose the business. All question of price should be left out of the advertising matter because each particular job presents different aspects and as prices have to be fixed when the work is presented, the advertisement of price is too early in the game. Besides your competitors easily get acquainted with your methods of doing business.

There is one method of advertising common to every trucking business which is without doubt the best method for a company whose business is restricted to its own little locality. I mean the wagons and trucks. Very few truckmen ever joined in on the "paint up and clean up" movements. The neat appearing wagon or truck, freshly painted and clean should be a company's best advertisement. The condition of the horses has much to do with this, also. If the horses are well fed and sleek looking animals, the company is going to get the trucking business of the casual observer in his neighborhood.

Six Months for Filing Damage Claims.

A new provision in section 3 of the uniform bill of lading, with relation to the adjustment and settlement of claims, has resulted from negotiations conducted by committees representing carriers and shippers. The carriers in Official Classification territory have adopted, effective June 1, clauses to read as follows: "The amount of any loss or damage for which any carrier is liable shall be computed on the basis of the value of the property at the place and time of shipment under this bill of lading, including the freight charges, if paid.

"Except where the loss, damage, or injury complained of is due to delay or damage while being loaded or unloaded, or damaged in transit by carelessness or negligence, as conditions precedent to recovery, claims must be made in writing to the originating or delivery carrier within 6 months after delivery of the property (or, in case of export traffic, within 9 months after delivery at port of export); or, in case of failure to make delivery, then within 6 months (or 9 months in case of export traffic) after a reasonable time for delivery has elapsed; and suits for loss, damage, or delay shall be instituted only within 2 years and one day after delivery of the property, or, in case of failure to make delivery, then within 2 years and one day after a reasonable time for delivery has elapsed."

Under the former regulations claims were required to be presented within 4 months. The new conditions provide that where shipments are forwarded on and after June 1, the limit for presenting claims shall be extended to 6 months in the case of domestic freight and to 9 months in the case of export freight.

From the Primitive to the Practical

Below is given the paper read at the annual meeting of the Illinois Furniture Warehousemen's Association by Charles S. Morris, president of the Metropolitan Fireproof Storage & Warehouse Co., New York City, and secretary of the New York Furniture Warehousemen's Association:

In prehistoric times men lived as separate animals, each in his cave.

Each made his own separate battle against hunger, want, wild animals and their common enemy.

As time wore on, it dimly occurred to the limited brain of the half-savage man that if he would unite with other men, he would accomplish more.

So the men left their caves in the hills, their holes in the rocks, their cliffs in the air, their camps in the woods and they met; they held what you might call—"conventions."

Banded Together for Offense and Defense.

In their crude manner they said, in a less than half formed language. "Let us stick together, we can better fight off hunger, cold and wild animals if we help one another, we can kill off those wild animals that are constantly fighting our women and killing our children, collectively we can do in a few hours what individually we could never do."

There and then the collective effort was given birth.

Men began meetings such as these more than 50,000 years ago.

All our knowledge of man's slow progress during the immense stretch of time from the primitive days until to-day is still of a visionary and fragmentary kind and we cannot hope that it will ever be complete; but we know enough to convince us, that from the prehistoric stage, down through the days of the Ape Man, we slowly developed from the primitive of early days, to the practical of to-day, by virtue of organization of a more or less degree.

Out of a null and void sphere, this wonderful earth developed, out of chaos came order, from cave man to civilization, from despot to freedom, from slavery to service, from barter and haggle to modern business, all of this, yes, and more than the speaker's mind is able to grasp, has been brought about by that magic talisman, association, in one form or another.

Organization is civilization, without it, all humanity is but a mob.

When we do homage to sages, leaders, inventors, writers, patriots, heroes and those whom we love to reverence, let us not forget those who first saw the beneficent effect of concerted effort in commercial pursuits.

Compare the crudities of our own particular business

in its primitive state to the practical methods of to-day.

Organization has been a prominent factor in the rapid development of our business, even to a greater extent than we are apt to realize.

From a cellar or barn to the large fireproof storage palaces epitomizes the march of progress of our business and the end is not yet.

From the crude, uncouth, besmocked or overalled owner of a two wheeled one horse cart of yester-year to the courteous, obliging, able force of the warehouse office of to-day, is a wide span, that reflects concerted effort.

What has been accomplished and what aid it has been to the business, is but a mental guide as to what its members can expect of organization.

To my mind, the object of business organization is not so much to uplift the ignorant or poorer merchant, as to uplift *ourselves* that we may create a standard, that will permit others to rise to our then uplifted level.

The less progressive business man doesn't see the need of organization, it is difficult to make the egotist believe he is a novice, a man cannot mount higher than the level of his own mind.

There is no value in this paper to the man who does not *know* he needs help or who lacks an appetite for knowledge.

Business in its early crudities, did not know of organization, but better business was as quick to grasp it, as the public has been quick to grasp the many improvements modern science has devised.

The world did not know it wanted the telegraph, the telephone, the locomotive, the electric light or the wireless, but these too have been the steady development from the primitive to the practical.

Unorganized Business Deserves Sympathy.

Gentlemen, I feel sorry for any business that has no organization and I am moved to pity for the business man, who can't realize, that in organization is his protection, who can't see its aid in upbuilding his own respect and in commanding the respect of his clients.

What can be more instructive, than a gathering of business men, such as this and aside from the social side, there is the cold and calculating commercial viewpoint of interchanging business.

Variety in individuality is a big advantage industrially, it is from just such variety, that we call much that is good; a sort of out-pouring from the crucible or melting pot of ideas.

It is on this solid, enduring basis of mutual aid, by virtue organization, that we fix the future of our business.

The day is gone, when you can pass Copenhagen snuff for smelling salts.

In the histories of nations, in the biographies of men and the chronicles of business, we can trace a law, unseen on the surface, which shapes the destinies of nations, men and business and a representative gathering such as this to-day, must, as a natural law, shape the destiny of our commercial pursuits toward none but a correct end.

The constant admonition to deal squarely, must regulate conditions accordingly and intelligent steps will be taken to create a standard, that all must work up to, to earn a place in the limelight in our field of endeavor.

Success is its own strongest support, work is never work, when one is willing. Help this association idea, it will gain for you more substantial friends than you have any idea of. A single stroke of business aid, will create a closer and more lasting contact, than a great number of social visits.

The Principles of Membership.

The principles of our membership should stand for the brotherhood of man, selfishness should be disregarded. Like the spirit of Liberty enlightening the world, like an oasis in the desert, like a monument of fairness, it should stand up square to the public, its every action, deed and principle be in harmony with the highest aims and pursuits in the business world.

It isn't only what we get out of an association, it's what we put into it.

Ask yourself, what have you done individually to help your association, to help repay the wondrous aid it has been to you.

What aid have you been to your tireless and efficient officers, to show your appreciation of their unselfish efforts to aid the business at large.

Feel hurt if you will, at this pointed question, abuse me, if you want to, for my aggressiveness, but if I can enthuse you with the grand sentiment of collective effort and the great, boundless, limitless benefits of organization, you may call me what you like—I have served my purpose.

No man can be an organization man and not become a better business man, unless he be dead to the most delicate and better things of life.

We are all given a brain to think with and a tongue to say something that will aid, we all should use them unselfishly; A man has small need of a monument, whose name lives in the annals of his field of endeavor, as being helpful in a broad sense.

Each should do his share, some *must* do more than their share, but all must aid to be considered a member of the construction gang and not a member of the wrecking crew in continuing the march from the primitive to the practical.

Motor Truck and Horse Costs and Services.

John F. Flood, of Pittsburgh, a director in the National Team & Motor Truck Owner's Association, and an owner of both horses and motor trucks, read the following paper on costs at the St. Louis convention of the National Association:

The eleventh annual convention of the National Team Owners' Association was held in Minneapolis in July, 1913. Director Orr, of New York City, informed the assembled delegates that he contemplated the purchase of two electric trucks, or ten horses. A business friend with whom he discussed the possible purchase of electric trucks invited him to come to his garage. This gentleman was the owner of thirty-seven power-propelled vehicles. He was bitter in his denunciation of these machines, and told Mr. Orr that if anybody attempted to sell him an automobile, he would kick him out of his office into the street.

As we read the statements of Mr. Orr in the printed proceedings of the convention, we were amazed. Think of a business man purchasing thirty-seven motor trucks without having a scientific basis upon which to decide whether or not he could efficiently operate them. If his office boy showed such poor judgment he would kick him out of the office. Careless purchasers give the motor truck an undeserved black eye. We were compelled to consider the same sort of criticism at the time we were considering the purchase of motor trucks.

Verbal Walloping Delayed Purchase.

A motor truck is a complete power plant with a comparatively delicate engine, but we find some business men inclined to be neglectful of the same; the same business men will place stationary steam engines on a solid concrete foundation. But careless purchases of inferior makes to be followed by failure to give the machines proper attention did not stop the owners from unjust criticism of all motor trucks. We contemplated the purchase of two motor trucks in 1911, but the "verbal walloping" the motor truck received from many owners caused us to hesitate.

During the following year, we carefully observed the experience of others, and concluded that with our methods of loading and unloading it would be profitable for us to operate two machines. We concluded that we would purchase first class motor trucks, and not consider first cost, within reason. We purchased two Peerless heavy motor trucks, and they went into service in the fall of 1912. An additional pair went into service in October, 1913 and the fifth one in December, 1914.

Reduction of \$10,000 Per Year in Cost.

As of May 31, 1916, the total depreciation charges, plus net earnings, exceeded the cost of all motor trucks in the sum of \$15,831.71. Add this amount to the

present value of our motor trucks, and compared with the cost of delivery with horses, the operation of the five trucks has reduced our delivery expense, on the average, more than \$10,000.00 a year. Our investment has been a profitable one. All expenses of operation are charged to the machines, and credit is allowed at the rate per ton it costs to deliver coal with horses. It must be remembered that the value of motor trucks cannot be judged only by the figures given. They have increased our zone of efficient delivery service, and this has resulted in increased sales.

We will take an average of two of our trucks upon which to base cost of operation and tonnage. We will take into consideration the present cost of supplies and labor. In one year, the motor truck was operated 320 ten-hour days, actual practical working time. We do not claim that truck was operated day after day for 320 ten-hour days. In the winter, we frequently operated for more than 12 hours a day, at times working truck two shifts, day and night. Mileage 10,944; tonnage 23,376; total cost of operation \$7,613.15. Operating cost per hour averaged \$2.38 for actual operating time, 6,005 tons average load. Cost of hauling, one ton one mile 11.6 cents, based on total mileage.

The Motor Truck and the Short Haul.

To make a motor truck pay, keep it moving. There has been considerable discussion as to whether or not a motor truck will pay on short hauls. Our practical experience answers in the affirmative. As to the possibility of the delivery power of machines, in one night our motor truck C delivered sixty loads, containing 371 tons of coal in 11 hours 35 minutes actual running time. In 5 hours less 5 minutes, 187 tons were delivered to one power plant. These deliveries were hauled from dock at Eighth street and Duquesne Way to buildings located in downtown Pittsburgh. Average round trip four-fifths of one mile. No special preparations were made for this test except that we kept our bins filled with coal, and allowed the coal bins of our customers to run low. It makes no difference whether the haul is long or short. A motor truck will pay if it is kept moving. As we load from overhead bins, this work is done rapidly. This also applies to the unloading as we dump from the rear, aided by power hoist.

At the convention in Minneapolis delegates claimed that no motor truck can do the work of more than six horses. This statement is a broad one. It may apply to certain lines of business, but certainly not to all, and such statements should be qualified. Our five motor trucks in one year deliver as much coal as do 60 horses. On one contract, nine miles round trip from yard, a stiff grade going with load, one motor truck delivered, on the average, as many tons in

one day as twenty horses. But note we load from overhead bins, and unload from rear by means of power hoist.

Efficiency in Heavy Snow.

As to efficiency in heavy snow, our practical experience proves that at times when our trucks were working to nearly 100 per cent. efficiency, our horses were not loaded more than 75 per cent. of normal and hauled only about 75 per cent. of the usual number of loads. But the motor trucks were kept in first class condition. Many times, when confronted with slippery streets, have we blessed motor trucks, as many of our horses were standing in shops awaiting the sharpening of shoes. We do not claim that we cannot get along without the motor trucks—we did so for years—but we sometimes wonder how.

Be careful of figures furnished you covering cost of operating motor trucks. They are not always reliable. There is no intention to mislead, but methods of keeping costs are incorrect. For instance, in a recent issue of an automobile trade paper, the experience of a Philadelphia concern was given. The motor trucks of this company averaged two round trips daily, covering fifty-six miles. Three and one-half tons were carried from factory to warehouse, and two tons on the return, a total of eleven tons daily for one truck. The article stated the cost per ton averaged 76 cents. Eleven tons at 76 cents equals \$8.36, the cost of operating a three and one-half-ton motor truck one day.

Eleven Expense Factors in Truck Operation.

Don't accept such figures without a thorough investigation. The following expenses are to be considered: Depreciation, interest, wages, gasoline, lubricants, garage, insurance, tires, repairs, supplies, license. Returning to the Philadelphia concern, I feel safe in assuring you that, notwithstanding the claim that a three and one-half-ton motor truck can be operated fifty-six miles daily at an average daily cost of \$8.36, just four items of the above eleven, depreciation, wages, gasoline and tires, will total \$10 a day in cost. To operate one of our trucks fifty-six miles, with driver only, the four items of depreciation, wages, gasoline and tires will cost \$18. Be careful of figures.

We thought of purchasing a light motor truck, capacity of two-tons. Requested information from a coal dealer as to his cost of operating. Answer, \$8.50 a day. His motor truck carried the driver and a helper; depreciation was charged at the rate of 30 per cent. a year. Based on his average mileage, we know it would cost us more than \$12 a day to operate his truck in Pittsburgh. Again we call your attention to the importance of thoroughly investigating the reports of costs of operation furnished you before purchasing motor trucks.

We don't question, "What does it cost a day to maintain a motor truck?" We desire to know what it costs an hour to operate a motor truck while engaged in profitable work. As owners of horses, the same information is important to you as to the cost of upkeep of horses. You should know what it costs per hour or day to put a team of horses on the streets during the actual time said team is engaged in profitable work, bringing you in an income.

The May, 1916, issue of TRANSFER and STORAGE contained the following paragraph: "No better subject could be taken up by the National Team and Motor Truck Owners' Association when it meets at St. Louis on June 26 and 27 than the question of cost of conducting a transfer business. There is always one basis to work from, the cost of a team per day. Definite and actual figures of cost are much needed in the teaming business." If this paragraph was read to every owner of horses in the United States, it is possible that a considerable number would answer as did one man: "What do the editors of TRANSFER and STORAGE know about the practical operation of a transfer business?" But put the question right to yourself: "Do I know what it costs per hour or day to put a team of horses on the street that I rent to another person at a certain rate?" Do you know? This is an important question, and team owners will never get their business operating efficiently until they know.

You Know Your Business?

"Oh, I know my own business," will be the answer of many team owners. But do they? We are positive that many owners are renting teams to supply houses for less than cost. A number of supply houses in Pittsburgh have purchased motor trucks. We think they are doing the team owner a favor. They are unintentionally depriving the team owner of unprofitable business. Our knowledge of costs justifies the conclusion that many team owners get big prices for certain classes of work and the profits derived therefrom make up the deficit caused by low prices received for teams hired by the day or week, and in addition pay a net profit.

You may consider this impertinent, but even at the risk of your thinking so, we again insist on putting the question, Do you know? We persist because we have put the question at two well attended meetings of the Pittsburgh association, and did not receive one affirmative answer. If for \$33 a week you furnish a nicely painted and varnished wagon, a good set of harness, a good team of horses and pay the driver, are you netting a profit? How are you to know if you are unaware of the actual cost of maintenance? It pains us to think of team owners, strenuously struggling to acquire something more than a mere living, renting

their equipment to highly prosperous supply houses and others at less than cost.

What does it cost per day to keep a team of horses? A first class team of horses, sound, weighing 3,200 pounds, will cost \$700 in Pittsburgh. A heavy coal wagon and a first class set of harness, and we have nearly \$1,100.00 invested in one outfit. In figuring the cost of maintenance for practical purposes one must divide the total expenses by the actual hours or days worked. For the 2 years, 1914 and 1915, our costs per day of ten hours, averaged as follows:

Driver	\$2.88
Stablemen44
Feed	1.52
Depreciation on wagons and harness28
Wagon and harness repairs64
Depreciation on horses42
Shoeing29
Rent and taxes14
Sundry Stable Expenses41
	<hr/>
	\$7.02

Driver's wages are high as they are paid by the ton. Cut \$1.02 a day for high cost driver, stablemen and feed, and there remains \$6.00 a day. No charge is made for superintendence, clerical work, office rent, telephones, etc., as these are charged to cost of yarding coal, we being engaged in the coal business and not in the hauling business. No interest on investment of stables, horses, wagons and other equipment is considered. The costs I furnish above are not found by dividing the total yearly expenses of each item by 365, but by the number of days the horses were actually engaged in delivering coal. For instance, total cost of feeding our 45 horses for one year equalled \$10,023.37. Feeding 45 horses for one year is equal to feeding 16,425 horses one day each, or 61 cents a day. But we actually worked 13,146 horses equal to one day each, and the cost of feeding is 76 cents a day, or \$1.52 for a team, as compared with \$1.22. You may think that feeding equal to 16,425 horses one day, and working equal to 13,146 horses one day means a large number of horses standing in. But by eliminating 52 Sundays and 5 holidays we find that if we worked all horses every day, we would have worked equal to 13,860 horses one day each. Therefore, from all causes, sickness or injury to horses, no drivers, no work, we had on the average two horses a day standing in. As we have 45 horses, this is a good record.

Same Horses Still in Service.

And by the way, at this writing we have exactly the same forty-five horses we had about this time 2 years ago. How would that record appeal to you if you owned these horses? The reason. Trucks, in part, eliminating our long hauls for horses. Scientific

feeding. Improved sanitary conditions. Careful stablemen. What is a careful stableman? Here is a contrast. We used to have a stable boss who bragged he could cure quitters. And he could. Our present chief stable boss, answering our question as to whether or not he could cure a quitter, answered: "I don't know as I ever allow horses I am in charge of to get quitters." And he doesn't. Which is the better man?

The Old Fashioned Stable Boss.

Scientific feeding means efficiency in operation. Such feeding results in less horses standing in and adds to the life of the horses. The first stable boss mentioned above just about flatly refused to feed anything except oats and hay. "My grandfather and my father fed nothing but oats all the years they were in charge of horses, and oats is the only grain they would feed horses." He reinforced this argument with 25 years' personal experience. When we insisted on another food he sullenly fed the same to the horses, and his methods resulted in dissatisfaction. He insisted that crushed oats were not good for a horse as "a horse that can't chew his feed properly should be gotten rid of." Practical experience proved him to be woefully wrong.

Oats Not Satisfactory.

We were not satisfied with the results of feeding oats. Our horses worked hard, and they remained thin. We desired to put additional fat on them. We tried an increase in the grain ration a number of times. Sickness resulted. The veterinarian ordered a reduction in the amount of grain given horses. We agreed with Dwight Hamlin that we would give his H. & S. feed a thorough test under the supervision of our veterinarian. We mixed one-half H. & S. feed with one-half crushed oats, and the results astonished us. At last we were furnished a feed that could be fed in large quantities without fear of sickness.

The winter we began this feed was a severe one for horses, owing to the heavy snows, but our horses gained, on the average, 155 pounds in weight. Truly a scientific feed. Veterinarians seem to be prejudiced against the mixed feeds, but the veterinarian in charge of our horses unhesitatingly recommends their use when the product of reputable business men. Scientific feeding gives such gratifying results that theories are smashed. Our horses have practically cut their acquaintance with sickness, and have had no colic in a year. Injuries heal quickly owing to well-conditioned blood. That oats and corn are the only safe grain rations to feed horses is a theory. Smash this theory, and your results economically will be pleasing, and you will be the owner of good-conditioned and fine looking horses.

The Railroad Terminal Situation.

T. F. McCarthy, of New York City, ex-president of the National Team & Motor Truck Owner's Association, read the following paper on the railroad terminal association, before the St. Louis convention of the National Association:

Again we are assembled to discuss the business in which we are interested and from which we derive our livelihood. The ever-changing conditions in the world of commerce impress upon us the necessity of taking stock frequently of our methods of business to ascertain if we are keeping abreast of the times.

In all fields of commercial activity, new, and almost incomprehensible inventions have been made. And in no one field has more been accomplished in that respect than in that of transportation.

The "Prairie Schooners" no longer wind their weary way across the arid plateaus, and through the weird canons of our continent, towards the western lands of gold and wheat, but a million wheels have supplanted them, dragging, by day and night, with giant force and matchless speed, the myriad products of industry, from coast to coast, from the great lakes to the gulf.

Motors Are Everywhere.

Watt and Savary, Fulton and Ford, made the necessary arrangements; and the fruition of their genius is visible in the steel bands that gridiron the surface of the Union, and the steel ribbed greyhounds and tramps that traverse in every direction, the ocean highways.

Motors are, literally, in the air, on the land and water, and under sea.

The great trunk-lines of railroads, and the countless floating craft, carrying the products of the farm, the mine and the factory, from where they are made, to where they are wanted, naturally and necessarily have their terminals in the great centres of commerce—the sea-board and inland cities.

At their terminals in general, a radical change, in the direction of the carriage, is inevitable. The ponderous freight-train cannot penetrate to the heart of a great city, to dump its burden into the cars of another line, its natural connecting link with the ultimate, desired destination, nor can it reach the pier where is moored the ocean steamer, awaiting a cargo. The mediums of transportation, from the necessities of human residence, are not automatically interlocking.

A Link in a Great Chain.

It is here, that our association finds its reason for being. The truck, carrying merchandise in transit, between terminals in the great centres of industry and commerce, and between the warehouses of the manufacturers and docks where rail or water transporta-

tion is to begin, may be compared to a link in a great chain,—the chain being no stronger than its weakest link, and being practically destroyed by the removal of a link.

Therefore, on this auspicious occasion, when we, team-owners, are met in convention, to compare notes, and plan for future usefulness to the world at large, and to ourselves incidentally, we feel what we believe may be deemed an honest pride and interest in surveying our fields of effort, and in estimating the importance of our industrial function.

It probably runs, largely, in the popular mind, that when a case or a car, or cargo of merchandise is to be transported from one mart to another, the problem involves the use of a rail, and perhaps lighter or ship, and presto! all is accomplished. The subsidiary and intermediate toilers, in the total process, are not discerned or credited with any efficiency.

Figures of Cost in Handling Freight.

For the actual facts, let a case be supposed, the facts of which are suggested by an article in the *Engineering News* of March 3, 1910:

A manufacturer in Philadelphia wishes to send a ton of freight to a merchant in New York City. The freight is loaded on a truck, at a labor cost of say, 25 cents. It is hauled to the freight station, and there unloaded at a cost of, say, 50 cents. The railway company's employees, at the freight station, load it on hand-trucks, and haul it by hand to a freight car into which it is packed. The total cost to the railroad company, including the clerical labor involved in billing, weighing, etc., probably reaches 40 cents. A switch-engine pulls the loaded car out of the freight house, and, by various, devious motions, the car is finally aligned in a freight train bound for New York.

By a careful analysis, it will probably be found that the railway company expends, on an average, 25 cents per ton, from the time the car is loaded until it starts on its journey. On arrival at the other end, there is more switching in the Jersey City yards, by which the car is finally located near others destined for the same point, and transferred to a float, which is towed to a slip on the water front of New York, where the car is unloaded in the freight station, on the pier. The contents are then loaded on trucks, and hauled through the streets to the consignee's store.

Supposed and Not Actual Figures of Cost.

It is estimated that the total cost of the actual rail-haul to the railroad company, is not exceeding 3 mills, per ton-mile, and in the aggregate costs at the terminals, up to the consignee's door, is fourteen times as much,—and this, for a distance of about 90 miles! of the cost at the terminals,—\$3.65 per ton of freight, the team owners get \$1.55 to the railroad company's 27 cents for its haul earning! We think we perceive

the proof of the team owners' utility in the amount of their reward, which is concededly reasonable in amount.

The team-owners' value to the commercial public may also be measured by the enemies they make. The light fingered gentry, in all the large cities, seek every opportunity to pilfer from the trucks, loading, unloading, or in transit; and special lines of insurance are carried, against such risks, yielding large premiums to the underwriters. A case which came under our observation was interesting. The member carried a very considerable insurance against larceny or robbery, from a specified number of his trucks, and had the misfortune to lose to the enemy, a bale of wool valued at \$700. The agent, who solicited the policy, urged the holder to pay the maximum premium, in order to cover furs and rugs, the most valuable of any goods likely to be carried. Assent was given, and the agent wrote, in the policy, that it covered "Merchandise—furs, rugs," saying that this covered everything. But, on suit brought, it appeared that the words quoted required the merchandise (to be recovered for) to consist of either furs or rugs. Whereupon the team-owner, having paid an enhanced premium, for extra value of goods, had the privilege of paying the consignor out of his own pocket, and departed a sadder but wiser man.

Avoiding the Cartage.

It has been suggested that commerce might free itself from the necessity of paying much of the reasonable charges of the team-owners by such devices as avoidance of terminals, diversion of freight lines around, instead of passing through, cities, shipping merchandise directly from producer to consumer, instead of passing through middlemen's warehouses, by devious routes, etc. But, until such radical and heroic reforms are realized, the team-owner cherishes the cheerful confidence that he is needed, and earns his money.

As commerce is, and, from time immemorial, has been, carried on, it may truly be said, that, without the teaming industry, much of our export and import business would have to stop. That industry is as essential to other carriers and industries, as is a terminal to a trunk-line railroad. Without terminal facilities, goods can be neither received nor delivered; and, without the teaming industry, there is, in general, no connection between either of them and the manufacturing establishments and their warehouses.

As distributors of perishable products, the teaming industry, in any one of our great marts, like Chicago, Philadelphia or New York, by ceasing suddenly to operate, would starve the community inside of 10 days!

(Continued on page 37.)

New St. Louis Transfer Ordinance

The St. Louis Moving & Storagemen's Association is advocating an unusual ordinance for enactment in St. Louis, and according to last reports the ordinance stands a very good chance of becoming a law. The ordinance is given in full below:

An ordinance regulating the business of moving household goods and furniture, office furniture and fixtures, store furniture, fixtures and stock, for hire in the city of St. Louis; defining public movers; providing for a license and bond for public movers, and providing penalties for violation hereof.

Be it ordained by the City of St. Louis, as follows:

Section One.—Public mover defined.—Any person, firm or corporation, excepting such as are engaged in moving solely for one person, firm or corporation, who shall move household goods and furniture, office furniture and fixtures, store furniture, fixtures and stock, from one place to another place in the City of St. Louis, or to or from any place within the City of St. Louis, excepting interstate shipments of the same, is hereby declared to be a public mover.

Licensing of Movers.

Section Two.—Public mover to be licensed.—No person, firm or corporation shall carry on the business of public mover unless such person, firm or corporation be licensed so to do in accordance with the provisions of this ordinance.

Section Three.—Application for license, requisites.—Any person, firm or corporation desiring to secure a license as a public mover shall make application for such license to the License Collector. Such application shall set forth the name of the applicant and, if an individual, his place of residence, and, if a firm, the names and places of residence of all its members, and, if a corporation, the names and places of residence of its officers; and such application shall also state the place or places of business of such applicant.

Section Four.—License fee—term.—There shall be levied and collected on each van or other conveyance used by a public mover, a license fee of \$5.00. Said license fee shall be due and payable on November first, Nineteen Hundred and Sixteen, and on November first of each year thereafter.

Movers Must Be Bonded.

Section Five.—Bond.—Before the license provided for in the foregoing section shall be issued, such applicant shall execute a bond to the City of St. Louis in the sum of \$5,000 for the use and benefit of the City of St. Louis, and such person or persons for whom he or they shall be moving, conditioned for the faithful performance of his or their duties as public mover and for the safe and prompt delivery to the proper person or persons of all household goods and furniture, office furniture

and fixtures, store furniture, fixtures and stock entrusted to him or them for moving, and as security for the payment to the proper person or persons of all damages to real or personal property caused by such mover.

Section Six.—License and license plate.—Upon the compliance with the foregoing provisions, the license Collector shall issue to the applicant a numbered license and license plate for each van or conveyance.

Section Seven.—Lettering upon van.—Each van or other conveyance used by a public mover in carrying on his business shall have posted conspicuously upon both sides thereof the words "Public Mover," and the license plate shall be attached so as to be in plain view, to right side near the front of said van or conveyance.

Fine of \$25 Provided.

Section Eight.—License not assignable or transferable.—No license issued in accordance herewith shall be assignable or transferable.

Section Nine.—General penalty.—Any person violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined not less than \$25 nor more than \$100 for each offense.

Railroad Terminal Situation.

(Continued from page 36.)

Legislatures and municipal councils have recognized the vital importance of our functions; and the character and material of pavements, in the centres of commerce, have been adapted to our necessities. Traffic regulations also, in the great cities, have been framed as much in the interest of our associations, as of the pedestrian. The "rule of the road" is, practically, adjusted by the team-owners' requirements.

If the costly congestion of freight at railroad and steamship terminals continues of necessity, remedies will have to be evolved. Railroads and steamships carry freight efficiently and with the general satisfaction of shipper and receiver, but the handling of merchandise to and from and in the terminals offer opportunities for great improvement. It is true that the method of handling merchandise in terminals has been improved of late years, but not to the same extent, has improvement taken place in the transportation of merchandise to and from the terminals. In the discussion of the transportation of merchandise, we are too apt to disassociate the local transportation and the handling of freight in the terminals.

Methods of handling freight at terminals, and in and about a city may be developed to a high degree of

(Continued on page 45.)

News From Everywhere Briefly Told

ALBANY, N. Y.

Security Storage & Warehouse Company

Storage Buildings, Fireproof and Non-Fireproof; buildings to let with direct track connections, suitable for any purpose; local branches; manufacturing plants; teaming, transfer and storage.

Correspondence solicited

James G. Perkins, Mgr, P. O. Box 118

ATLANTA, GA.

Cathcart Transfer & Storage Co.

Moves, Stores, Packs, Ships
Household Goods Exclusively

Office and Warehouse
6-8 Madison Ave.

BOSTON, MASS.

35 Years Established

T. G. BUCKLEY CO.

Furniture and Piano Movers

MOTOR TRUCK SERVICE

Fireproof Storage

Office and Warehouse, 690 Dudley St.

Winter Hill Storehouse

Storing, packing and shipping
household goods and merchandise

176 WALNUT ST., SOMERVILLE
BOSTON, MASS.

BUFFALO, N. Y.

Buffalo Storage and Carting Co.

STORAGE, TRANSFER
AND FORWARDING

Warehouse on New York Central Tracks

O. J. Glenn & Son

Everything in the Line of Moving,
Carting, Packing, Storage

Office, 47 W. Swan Street
Buffalo, N. Y.

Niagara Carting Company

223 Chamber of Commerce

GENERAL CARTAGE & STORAGE

Transferring Car Loads a Specialty

Charles S. Morris, of the Metropolitan Fireproof Storage & Warehouse Co., New York City, has been elected secretary of the New York Furniture Warehousemen's Association in place of J. E. Cassidy, of the Eagle Storage Warehouse, Brooklyn, N. Y., who was obliged to resign, owing to poor health.

Union Storage & Transfer Co., Alton, Ill., has purchased a handsome new motor van, which will be used by them for their local and long-distance hauling. Their horses and vans were purchased by the Adams Moving & Storage Co., of the same city. This change makes both companies better prepared for their business.

Albert Adams & Sons Co., Zanesville, Ohio, has changed its name to the Albert Adams Storage & Transfer Co., and is now engaged in the transfer and storage business. The firm has been established in the general contracting business in Zanesville for some time.

City Transfer Co., Tampa, Fla., announce the purchase of two new motor vans, bringing the total of motor vehicles operated by this company to twenty, all of which are of ton and a half capacity, with the exception of the two new vans, which are heavier. The company retains five of its horse-drawn vans.

Miami Transfer Co., Miami, Fla., is preparing to move into new quarters now being completed at Third street and Avenue E. The new buildings comprise a stable, 40 by 90 feet, with a loft above for hay storage, and a carriage house, 40 by 60 feet. The storage department will be built just north of the stable and will be 40 by 60 feet in size. The company will add a pumping station, a paint shop and a wagon shop.

Pioneer Transfer Warehouse, El Centro, Cal., owned by Varney Bros., was destroyed by a fire of incendiary origin on May 31. The total loss of the goods stored in the building amounts to \$11,000, it is estimated.

Chambers Transfer & Storage Co., Phoenix, Ariz., has been incorporated under the laws of Arizona.

Aumiller Transfer & Storage Co., North Yakima, Wash., has moved to 10 East A street.

Representatives of the Kansas City Team & Motor Truck Owners' Association appeared before the hospital and health board recently and demanded that the city set aside a suitable tract of land to be used as a dumping ground for stable refuse. It has cost the association members \$100,000 annually, it is

CANTON, O.

Cummins Storage Company

310 East Ninth Street

STORAGE, DRAYING, PACKING AND
FREIGHT HANDLING A SPECIALTY

Unsurpassed Facilities for Handling Pool Cars

CHICAGO, ILL.

Bekins Household Shipping Co.

Reduced Rates on

Household Goods, Automobiles and
Machinery

General Offices, 38 So. Dearborn Street, Chicago
New York, Boston, Buffalo, Cincinnati

Trans-Continental Freight Co.

Forwarders of Household Goods, Machinery
and Automobiles.

Reduced Freight Rates to and from all principal
points west.

OFFICES

General Office: 203 So. Dearborn St., Chicago
Woolworth Building, New York
Old Colony Building, Boston
Ellicott Square, Buffalo, N. Y.
Union Trust Building, Cincinnati
Van Nuys Building, Los Angeles
Pacific Building, San Francisco
Alaska Building, Seattle

CINCINNATI, OHIO

"STACEY FIRST"

for

STORAGE, HAULING,
PACKING, SHIPPING

Fireproof and Non-Fireproof
Buildings

Service Guaranteed
Correspondence Solicited

The Wm. Stacey Storage Co.

2333-39 Gilbert Ave. Cincinnati, Ohio

CLARKSBURG, WEST VA.

Central Storage Company

STORAGE, PACKING, SHIPPING

Special facilities for distributing car lots
Mdse. to Central part of West Virginia

CLEVELAND, OHIO**THE LINCOLN FIREPROOF STORAGE CO.**

5700 EUCLID AVENUE
5 MODERN WAREHOUSES
15 AUTOMOBILE MOVING VANS
Service and Satisfaction Guaranteed
Cleveland, Ohio

"The NEAL"

7208-16 Euclid Avenue, Cleveland, O.
Modern Fireproof Buildings
Service Complete
Carload Consignments Solicited

DAVENPORT, IOWA**EWERT & RICHTER EXPRESS & STORAGE CO.**

Fireproof Storage Warehouses on Track
Storage, Distributing, Hauling,
Pool Cars, Auto Storage
Handle Merchandise and Household Goods
Best Service, Correspondence Solicited

DENVER, COL.**THE WEICKER TRANSFER AND STORAGE CO.**

Office, 1017 Seventeenth Street
New Fireproof Warehouse on Track
1447 to 51 Wynkoop Street
Storage of Merchandise and Household Goods
Distribution of Car Lots a Specialty

DES MOINES, IOWA**Merchants Transfer & Storage Company**

WAREHOUSEMEN AND FORWARDERS
General Offices - - - - - Union Station

EL PASO, TEX.**WESTERN TRANSFER & STORAGE COMPANY**

518 SAN FRANCISCO ST.
Forwarders and Distributors—Trucking of all kinds—
Distribution Cars a specialty. Warehouse
on Track

ERIE, PA.**The Erie Storage & Carting Company**

Packers of Pianos and Household Goods, Storage,
Carting and Parcel Delivery
Warehouse Siding, switching to all lines

FORT WAYNE, IND.**Brown Trucking Company**

MOVING, CARTING, STORAGE
AND DISTRIBUTING
125 West Columbia Street

said, to haul this refuse to the only available dumping ground, which is on the Kansas side.

H. C. Sorden Transfer Co., Shelbyville, Ind., has changed its name to the Clark-Sorden Taxicab Co.

Lee Belden has purchased the business and good-will of the Atlantic Transfer Co., 912 South Hill street, Los Angeles, Cal., and will move the business to 311 East Fifth street, where it will be run in conjunction with the South Pacific Transfer Co.

South Pasadena Transfer Co., South Pasadena, Cal., has moved from 809 Fairview avenue to 1127 Mission street, occupying the entire building. The interior of the building will be re-arranged for storage purposes.

Iowa Warehouse Co., Waterloo, Ia., has purchased the buildings and real estate of the Security Storage Co. The company's new buildings will be operated with the warehouse on Fairview avenue and will give a total of 100,000 square feet of floor space.

D. W. Taylor, Sunnyside, Wash., has sold his transfer business in that city to C. M. Lowe. Mr. Taylor's retirement from the business leaves only two draying companies in the city, whereas a few weeks ago there were five.

George B. Clark Co., furniture merchant of Bridgeport, Conn., are erecting a large furniture warehouse in the rear of their new store on Broad street.

Breen Transfer Co., Charlestown, Mass., suffered from fire on June 5, when its building at 375 Rutherford avenue was damaged.

Gaffney Storage & Delivery Co. suffered a loss of \$10,000 in a fire that destroyed their building in San Francisco on June 6.

Wisconsin Lakes Ice & Cartage Co., Milwaukee, Wis., lost a small barn through fire on June 20. The loss was estimated at \$700.

George Heasty, who has been in the transfer business at Porterville, Cal., for several years, has sold out to C. R. Gurdy.

Shreveport Transfer & Livery Co. barns at Shreveport, La., were damaged by fire to the extent of \$20,000, with insurance of only \$10,000, on June 20.

Henry Brensinger has entered the trucking business in Bridgeport, Conn., under the firm name of Brensinger & Miller.

R. E. Ireland has purchased a half interest in the draying business of William Hammer, at Dayton, Wash. Mr. Ireland will take the active management of the business.

Belleville Warehouse Co., which is building a new eight-story concrete warehouse at New Bedford, Mass., has

FORT WORTH, TEX.**Binyon Transfer & Storage Company**

265-7 West Fifteenth Street
Receivers and Forwarders of Merchandise
Furniture Stored, Packed and Moved
Handling "Pool" Cars a Specialty

HARTFORD, CONN.**The Bill Brothers Company
TRANSFER & STORAGE**

Special Facilities for Moving Machinery, Safes, Furniture, Pianos, etc. STORAGE WAREHOUSES with separate apartments for Household Goods and Railroad Siding for Carload Shipments

HELENA, MONT.**Benson, Carpenter & Co.
RECEIVERS & FORWARDERS**

Freight Transfer and Storage Warehouse
HANDLING "POOL" CARS A SPECIALTY
Trackage Facilities

HOUSTON, TEX.**WESTHEIMER
WAREHOUSE COMPANY
STORAGE & DISTRIBUTING**

Fireproof Warehouses. Separate Locked Rooms

LEOMINSTER, MASS.**W. K. MORSE****LIGHT AND HEAVY TRUCKING
OF ALL KINDS**

Office and Stables, rear 83 Mechanic Street
Residence, 147 Whitney Street

MANSFIELD, O.**COTTER
TRANSFER & STORAGE
Company**

GENERAL HAULING & STORAGE

MINNEAPOLIS, MINN.**Cameron
Transfer & Storage Company**

420 Second Ave. So.
Unsurpassed facilities for Storing, Handling, Transferring and Forwarding Merchandise and Household Goods
Fireproof Storage

MONTREAL, CANADA**Meldrum Brothers, Limited**

Cartage Contractors
Established 1857

Office, 32 Wellington Street

Unexcelled facilities for the teaming of car load, steamship importations and heavy merchandise.

NEW LONDON, CONN.**B. B. GARDNER, 18 BLACKHALL STREET**

PIANO AND FURNITURE
PACKER, MOVER & SHIPPER

Safe Mover—Freight and Baggage Transfer.
STORAGE

NEW YORK CITY**Julius Kindermann & Sons
FIREPROOF STORAGE WAREHOUSES**

Storage for Household Effects,
Automobiles, Etc.

1360-62 Webster Ave., near 170th Street

The Meade Transfer Company

General Freight Forwarders

Transfer Agents of the
Pennsylvania R. R. and Long Island R. R.

Main Office, P. R. R. Pier 1 N. R.

**Metropolitan Fire Proof
Storage Warehouse Company**

14-39-41 West Sixty-Sixth Street
STORAGE, CARTAGE, PACKING

CHAS. S. MORRIS, Pres. & Treas.

**Morgan & Brother**

Storage Warehouses
Motor Vans

230-236 West 47th Street
New York City

West End Storage Warehouse

202-210 West Eighty-Ninth Street

Moving, Packing and Shipping, Storage
Warehouse and Silver Vaults

NEW YORK CITY

NIAGARA FALLS, N. Y.**WILLIAM YOUNG**

TRANSFER AND STORAGE OF
HOUSEHOLD GOODS

Machinery and Safe Moving a Specialty

"Unexcelled SERVICE"

been organized and incorporated, with a capital of \$250,000.

Gardner Storage Co., New London, Conn., is the incorporated name of the business of which B. B. Gardner was the head for so many years.

S. H. Wheeler has purchased the storage warehouse and garage recently erected by William Broch, in Holland avenue, Bridgeport, Conn.

George W. Downing and son Glenn have engaged in the transfer business at Maricopa, Cal.

Fred Parks and Frank Dollings have entered the transfer business at Red Bluff, Cal.

O. F. Rudd is putting up a new storage warehouse, 25 by 70 feet in size, on the rear of lots on Main street, at Blythe, Cal.

Chicago Furniture, Piano Movers & Expressmen's Association held a very successful banquet in the Crystal Room of the Great Northern Hotel in Chicago on June 22. F. L. Bateman was toastmaster. Mr. Blackburn, of the A B C Fireproof Storage Warehouses, Kansas City, Mo., talked on the maintenance of prices, and P. J. Mills, of the White Line Transfer & Storage Co., Des Moines, Ia., talked on the trouble end of the moving business.

Felix G. Becker has just completed a new storage building at Seventh and Wall streets, Dubuque, Ia., and having direct track connections. The building is two stories high, of brick construction. The first floor is for merchandise storage and the second floor for household goods. A total of 10,000 square feet of floor space is provided.

Lyon Fireproof Warehouses, Oakland Cal., is the new name of the Lyon Fireproof Warehouse Co. The company has recently broken ground for its second fireproof warehouse. The new building will have 100 foot frontage on Broadway, the main artery of the city, and will be of reinforced concrete construction with brick walls. It will be five stories high with a four-faced clock tower above.

American Warehousemen's Association will meet at Norfolk, Va. (Old Point Comfort), beginning Wednesday, December 6.

Colonial Storage Warehouse, Inc., 143 West Ninety-ninth street, New York City, has been elected to membership in the American Warehousemen's Association.

Buffalo Storage & Carting Co. annex in Myrtle avenue, Buffalo, N. Y., was damaged to the extent of \$1,000 by a fire supposed to have been occasioned by the explosion of gasoline in a motor truck.

OIL CITY, PA.**Carnahan Transfer & Storage
COMPANY**

STORAGE AND PACKING

PARKERSBURG, W. VA.**Parkersburg Transfer &
Storage Co.**

101-113 ANN STREET

Distributing and Forwarding Agents
Track in Building

PHILADELPHIA**CITIZENS' EXPRESS COMPANY**

Theo. Gabrylewitz

Drayman—Shipper—Distributor

HEAVY HAULING

Parcel Delivery

Auto Delivery

31 North Sixth Street

PITTSBURGH, PA.**Haugh & Keenan
Storage & Transfer Company**

Center and Euclid, East End
PITTSBURGH, PA.

**HOEVELER
Warehouse Company**

Movers and Storers

4073-4075 Liberty Ave.,

Pittsburgh, Pa.

**MURDOCH
Storage & Transfer Co.**

Successor to

W. A. Hoeveler Storage Company

Office and Warehouses

546 NEVILLE STREET, PITTSBURGH, PA.

**J. O'NEIL, EXPRESS AND
STORAGE**

813 W. Diamond Street, Northside

Unsurpassed Facilities for Storing
Handling, Transferring and
Forwarding Goods

UNION STORAGE CO.,

Liberty and Second Avenue

GENERAL, COLD AND BONDED STORAGE
TRANSFERRING AND FORWARDING

PITTSBURGH, PA.**Weber Express & Storage Co.**

4620 Henry Street

Moving, Packing and Storing
of Furniture and Pianos**GENERAL
HAULING****PORTLAND, ME.****Chase Transfer Company**

General Forwarding Agents

Eastern Steamship Company, Maine Steamship
Company, Grand Trunk Railway

Special Attention to Carload Consignment

PORTLAND, ORE.**Northwestern Transfer Co.**

64 and 66 Front Street

GENERAL FORWARDING AGENTS

Special Attention Given to "Pool" Cars

SPRINGFIELD, MASS.**Central Storage Warehouse**STORAGE AND DISTRIBUTING
PACKING, CARTING, SHIPPING**ST. LOUIS, MO.****Columbia Transfer Company**Special attention given to the
distribution of carload freight

Depots:

St. Louis, Mo., and East St. Louis, Ill.

WORCESTER, MASS.**METROPOLITAN STORAGE
COMPANY**Storage for Household Goods
and Merchandise

Carload Consignments Solicited

Harder's Fireproof Storage & Van Co., Chicago, Ill., has taken title to property on Stony Island avenue between Sixty-eighth and Sixty-ninth streets, 50 by 211 feet, as a site for a bank and a warehouse building of fireproof construction, which will cost about \$80,000.

Frank Teeple, who is at present engaged in the draying business at Decatur, Ill., has awarded a contract for a brick storage warehouse, 40 by 70 feet, for use in connection with his household goods transfer business.

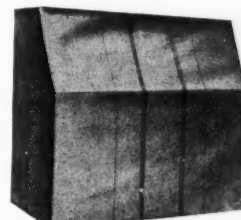
The lowest price ever paid for a horse in Delaware was received at a public sale in Georgetown, recently, when one animal brought 5 cents. Bidding was slow and one man, just to start it, bid 5 cents. He was surprised when the horse was knocked down to him at that price. The horse put in a full day hauling wood soon after his purchase and although it is rather thin will develop into an animal worth \$100, horsemen say—Rad.

Baker & Williams have purchased Nos. 510 to 524 West Twenty-first street, New York City, having a frontage of 200 feet on Ninth avenue for an addition to their storage warehouse buildings, plans for which are not yet announced.

Wm. Edgar & Sons, of Edgars Sugar House, Detroit, Mich., have purchased land at Auburn Junction, Ind. and propose to erect a warehouse for the storage of sugar. It will be used largely as a distributing point having four railway lines.

New York State has passed an amendment to the Workmen's Compensation Law which provides a punishment of fine or imprisonment for failure to comply with the provisions of the compensation law. Doubtless many van owners, warehousemen and others will neglect to provide themselves with compensation insurance until something happens. Under the new law, to wait until something happens would mean a prison term or a heavy fine.

The Question has been raised whether a warehouseman, shipping household goods for a customer would be liable for the owner's valuation of the goods if these were lost in transit, when the warehouseman had shipped them at the released rate, but without any order or indication from the customer to show how the latter desired them shipped. Common sense would say that the warehouseman was trying to do his customer a favor by saving him freight bills, but the law might not interpret it that way. About the only thing the warehouseman can do in cases of this kind is to use his judgment, and if the goods look to be of high class, ship them at a higher valuation.

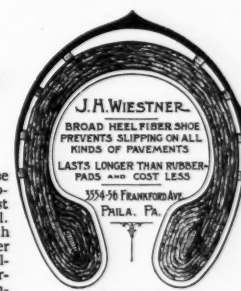


Piano Moving Cover

Canvas Goods
Covers of All Kinds
LOADING PADS
Twine and Rope
Get Our Prices

WM. A. IDEN CO.
564 Washington Blvd., Chicago, Ill.

The Economy Shoes



So named because they cost less than rubber filled shoes and last longer. Fit hot or cold. While horses shod with rubber pads and rubber filled shoes were failing right and left during the sleet of December, 1915, on Market Street, Philadelphia, wood block pavements, those shod with the broad heel fiber shoe went along as if on a dirt road. This is a fact attested to by the drivers of the horses. How does that strike you?

Send for further information.

JOHN H. WIESTNER, Mfrg.
3554-56 Frankford Ave. Philadelphia, Pa.

Warehouse and Van Supplies

Furniture and Piano Movers' Equipment, Wagon, Van and Auto Truck Covers

Furniture Loading Pads

Piano Moving Covers, Piano Dust Covers, Piano Hoists, Hoisting Belts, Surcingle Belts, Piano Dollies, Etc.

Write for Prices Telephone Main 2691
Manufactured by

F. F. HOPKINS MFG. CO.
6647 S. Halsted St. CHICAGO, ILL.

The Exchange

A DEPARTMENT OF TRADE AND EMPLOYMENT OPPORTUNITIES FOR TRANSFER-STORAGE AND WAREHOUSE

Another Service

Until further notice, all For Sale, Help Wanted, Positions Wanted and other similar advertisements, not exceeding forty words, will be published in three successive issues without charge. This offer applies only to individuals and firms actually engaged in the transfer and storage business who are paid subscribers of TRANSFER and STORAGE. We reserve the right to reject any advertisement. Advertisements may be worded so that replies go direct to advertisers or through our office. If answers are to come through our office kindly enclose 10 cents in stamps to cover cost of postage on replies forwarded to you.

FOR SALE

FOR SALE: Four moving vans, three-way hitch, bodies 5 feet wide, 15 feet long, 7 feet high, bodies could be adjusted to motor truck chassis, all in A-1 condition. Timken roller bearing axles. Roller fifth wheel. Will sell cheap. Address Donaldson Transfer and Storage Co., 840 West North Ave., North Side, Pittsburgh, Pa. May—3t

FOR SALE: Transfer and Fuel business in one of the best towns in Western Washington. Equipment consists of horse-drawn and motor vehicles. Good reasons for selling. Will require an investment of \$12,000 to \$15,000, part cash, Will bear inspection. Address I. T., Transfer and Storage, 35-37 West 39th St., New York. May—3t

FOR SALE: Storage and trucking business in live Connecticut city. Own our own storage buildings and stables. Use 15 horse drawn vans, wagons, etc. Good line of mercantile storage as well as household goods. Address Box 110B, care Transfer and Storage, 35-37 West 39th St., New York City. May—3t

FOR SALE: Several large moving vans, at present in use of this company, are offered at a reasonable price—singly or together—with or without horses and harness. Fidelity Stge., Packing & Mov. Co., 1721 Morgan St., St. Louis, Mo. May—3t

FOR SALE: Furniture van, in first-class condition. Bargain. Gunn Transfer Company, St. Louis, Mo. June—3t

FOR SALE: Forty-foot scenery wagon, almost new. Used one season. Roller-bearing axles with fifth wheel on each end of wagon. Price, \$300. The Union Fireproof Storage Co., 41 N. High St., Akron, Ohio. July—3t

FOR SALE: Old established and profitable transfer and moving business in a growing city of 250,000. Will sell entire business or an interest in same to an active, energetic man capable of assuming the management of the business. Address Box 111-T, c/o TRANSFER AND STORAGE, 35 West 39th St., New York, N. Y. July—3t

WANTED

WANTED: Young man who has had sales experience and can devote his time to soliciting warehouse insurance among the larger warehouses throughout the United States. Must be acquainted with warehousemen. Excellent chance for advancement. Employers Indemnity Exchange, Commerce Building, Kansas City, Mo. May—2t

WANTED: Sober, steady, married man, experienced in details of carpet and rug cleansing, and furniture storage business, stable,—for combined position of foreman and shipping. Also wanted—Bookkeeper with same experience. Address S. H., Transfer and Storage, 35-37 West 39th St., New York City. May—3t

WANTED—Man having long experience in household goods storage, understanding business thoroughly, experienced in handling men, understanding horses, is seeking position as Foreman, Superintendent or Manager. Can give first-class reference as to ability, honesty and dependability. Address Foreman, care TRANSFER and STORAGE, 35-37 West 39th Street, New York, N. Y. June—3t

WANTED: We are in the market for a good second-hand auto truck, with closed-in body, suitable for moving van. Give particulars and price in first letter. Carey Transfer & Storage Co., 122 S. Church St., Spartanburg, S. C. July—3t

Two men delivered 17 pianos in one day with this truck.



W. T. SLEIGHT MFG. CO.
303 Wulsin Bldg. Indianapolis, Ind.

The G G G Hame Fastener

Guaranteed



\$4.00 Per Dozen, Delivered

If your dealer won't supply you we will, but prefer to have you ask your dealer first.

"The G G G" is stamped on every Fastener

GGG Metal Stamping Co.
Warren, Pa.

The Quality Horse Nail



the one having the surest grip on the shoe—holding it tight to the hoof under tremendous strains—is "The Capewell."

Just the nail needed for such hard, trying work as teaming.

With *all* your horses shod with Capewell nails *all* the time, you're bound to get maximum value on every shoeing bill.

Best nail in the world at a fair price—not cheapest regardless of quality.

The Capewell Horse Nail Co.
Hartford, Conn.

Largest Makers of Horse Nails in the World



Jeffery

The Jeffery Quad in Mexico

Make Your Trucks Save Your Tires

THE Jeffery Quad has the lowest tire cost per mile of all 2-ton motor trucks on the market. This is being *proved* every day.

An official of one of the leading tire companies writes:

"From personal observation I find that the tires on the Jeffery Quads used in army service are giving far superior service to the tire equipment on other makes of trucks used in and out of Columbus, New Mexico."

Tire cost is one of the biggest items in the running cost of a motor truck. Truck tires cost money. And every time you change a set of tires you may lose an additional \$10 to \$25 or more in truck operating time!

The Jeffery Quad has a record for unusually high tire mileage because:

—It drives on all four wheels, thus equalizing the amount of driving stress on the tires in starting.

—It brakes on all four wheels, thus equalizing the amount of friction on the tires while stopping.

—It steers on all four wheels, thus equalizing the amount of stress on the tires in turning.

—The power-on-all-four-wheels principle brings about the absence of the vibration and bumping which are such important factors in lowering tire mileage.

—The entire design of the Quad secures even distribution and balance of weight thus increasing tire mileage.

But lower tire cost is only one reason why good business men, truck-wise by experience, are buying Jeffery Quads. The four-wheel drive, brake and steer features of the Quad reduce other operating expenses besides enabling the Quad to operate under road conditions where no other truck can travel.

The Jeffery Quad combines low cost service under ordinary conditions with amazing performance under extraordinary conditions. That is why more than 3,500 Quads have been built and put into service in two years—a record never even approached by any other truck of similar capacity. For further particulars about the Quad—or about the complete Jeffery line which includes light-duty, rear-drive trucks, address The Thomas B. Jeffery Company, Kenosha, Wisconsin.

Jeffery Quad

Power on All Four Wheels

Read This Letter

Tires Give 13,000 Miles Under Difficult Conditions.

"The tires of the Jeffery Quad, both front and rear, have been wearing out evenly, except on one side, which tires we believe are still good for another 2000 miles, which would make a total of 13,000 miles of service in the original tires. It must be borne in mind that we make deliveries of building materials in the rears of buildings where it is necessary in a great many cases to drive over brickbats and other rubbish in order to get to the place where the materials are to be used."

—Spencer Bros., Chicago, Ill.



ESTABLISHED 1866

Manufacturers of
**HIGH GRADE VANS,
 TRUCKS AND
 TRANSFER WAGONS**

**WHAT WILL REPAIRS COST?**

That is the important question to ask. Repairs for K. & L. wagons cost little. We know that for we have watched their performance for a period of fifty years. There is not one little thing about K. & L. wagons imperfectly made, not one from extreme to extreme. Quality dominates. Upkeep cost is low. Investigate. Write today to

KOENIG & LUHRS WAGON CO.
 Quincy, Illinois

Just Published

**CANADIAN
 STORAGE AND TRANSFER
 DIRECTORY**

Embracing data of the Canadian Warehousemen's Association, (in course of formation); Storage and Transfer Rate Guide; Canadian Customs Regulations import and export forms, etc.

A Directory of transfer, storage and distributing firms in Canada.

Also an index of leading storage firms of U. S. and Great Britain.

An Invaluable Work to Shippers of Merchandise and Household Goods to Canadian Points
Three Dollars

R. F. WRIGLEY
Editor and Publisher

56 Agnes Street
 Toronto

565 17th Ave. W.
 Vancouver

"Horse \$ense"



THE HORSE COST OF LIVING
 can be solved by

The National Oat Crusher

Your grain bills have been steadily increasing during the past few years and present indications are that you will pay much more for oats during the coming year. The saving of 25 per cent of your feed bill means more to you now than it did a few years ago.

The NATIONAL is used by many of the largest transfer and storage firms in the country. We shall be glad to refer you to these firms because we believe that those who have used our machine will convince you that you should have one. An important part of the equipment of every modern stable should be a

"NATIONAL" OAT CRUSHER
 (Belt or motor-driven)

Simple to set up and simple to operate.
 A post card will bring particulars.

EXCEL MANUFACTURING CO.
 POTTERSVILLE, NEW JERSEY

Use Sweet's Welded Toe Calks

Toe Calks that are welded to the shoe, forming an integral part, are the safest to use. They cannot drop off and cause injury to the horse. Welded Toe Calks extend clear across the toe and enable the horse to get the best possible grip on the road. This broad, firm grip enables the horse to pull his load with confidence. Sweet's Toe Calks are made from high grade, tough steel and will stand up under the most severe usage. Ask your horseshoer why Sweet's are the best for your horses.

FRANKLIN STEEL WORKS
 Joliet, Ill. Cambridge, Mass.
 Hamilton, Ontario.

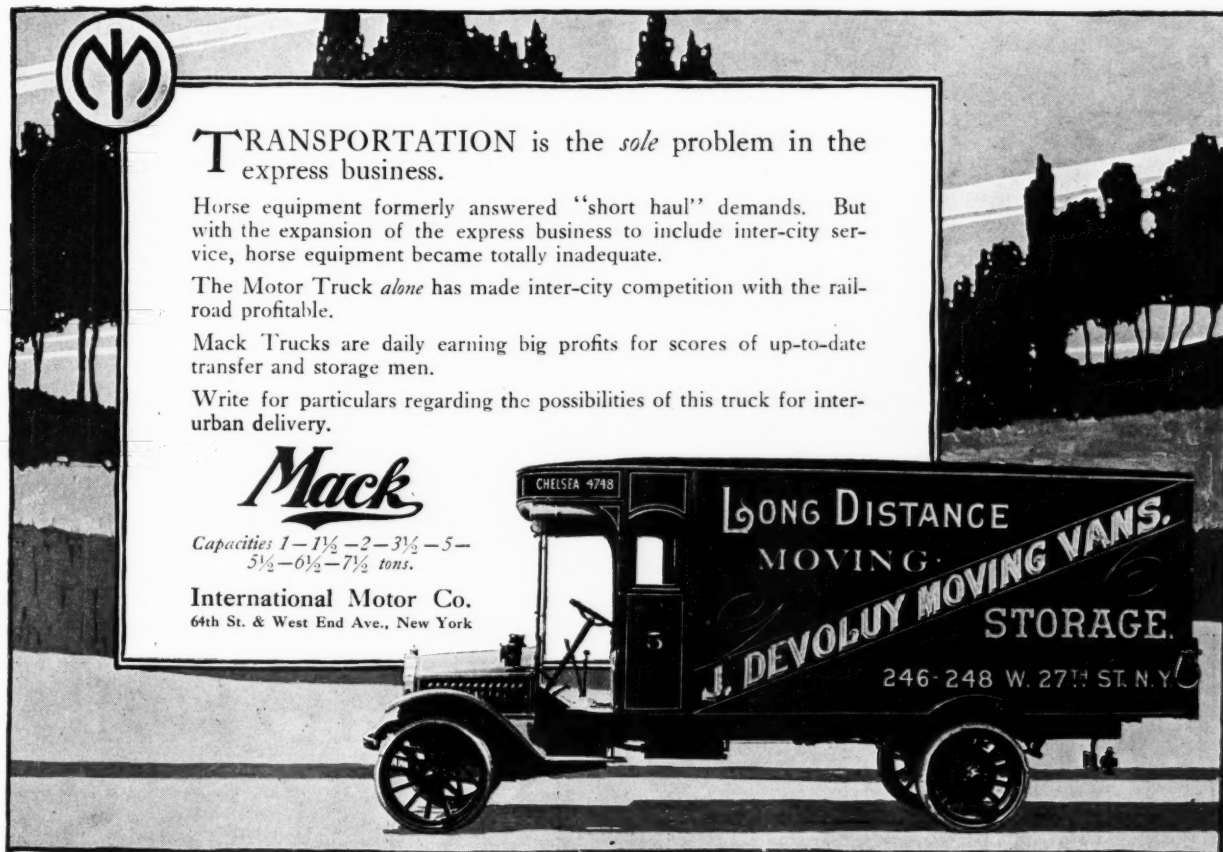


How thoroughly have you investigated the question of the calks? Is the saving you think you are making by using adjustable calks **real** or is it only **apparent**?

Are you having trouble with your horses' feet and legs? Are your horses giving you the proper service day by day and in the point of years? How about your list of accidents?

Have you made comparative tests on different kinds of pavements? All we ask is that you get at the **facts** in the matter. Or if you "haven't time" ask your horseshoer what his experience proves.

FRANKLIN STEEL WORKS
 Cambridge, Mass.
 Joliet, Ill. Hamilton, Ont.



TRANSPORTATION is the *sole* problem in the express business.

Horse equipment formerly answered "short haul" demands. But with the expansion of the express business to include inter-city service, horse equipment became totally inadequate.

The Motor Truck *alone* has made inter-city competition with the railroad profitable.

Mack Trucks are daily earning big profits for scores of up-to-date transfer and storage men.

Write for particulars regarding the possibilities of this truck for inter-urban delivery.

Mack

Capacities 1-1½-2-3½-5-5½-6½-7½ tons.

International Motor Co.
64th St. & West End Ave., New York

CHelsea 4748

LONG DISTANCE
MOVING
J. DEVOLUY MOVING VANS.
STORAGE.
246-248 W. 27th ST. N.Y.

Railroad Terminal Situation

(Continued from page 37)

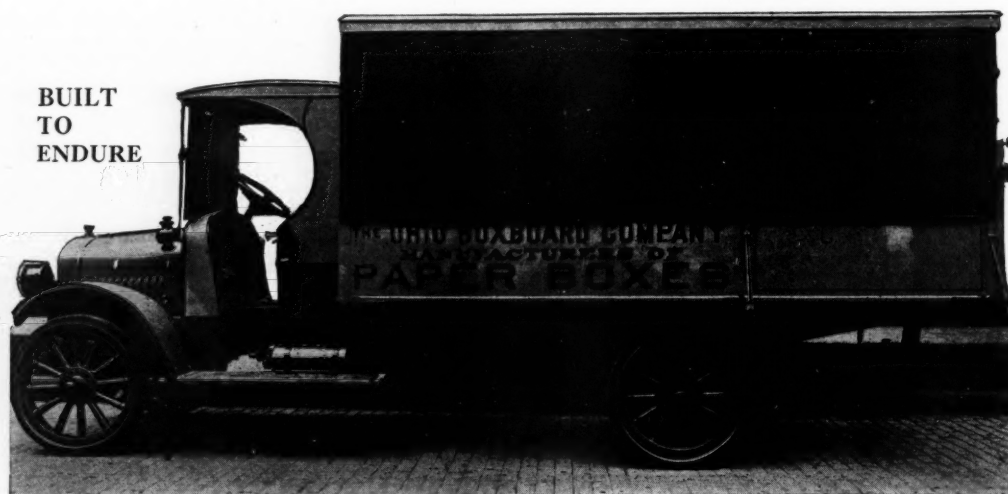
efficiency, but it will lack its highest efficiency unless the movement of freight to and from terminals by trucks fits into the scheme of terminal operation. The transportation of freight in all cities is costly and conducted in a most unsystematic manner. Every team-owner is familiar with the losses resulting from the delivery to and from the terminals at certain hours of the day. In every city of any size trucks in large numbers wait their turn to deliver or receive freight, and the total time lost throughout the country by these details is enormous.

It has been suggested that if each truck had a definite time to call for or deliver merchandise to stations and the schedules were observed, the stations perhaps might operate at night as well as day, that these delays and losses would be reduced to a minimum. Furthermore, trucks and trailers could systematically operate better at night since they would not be confronted with the enormous traffic of the day.

Freight trains move all over this country at night, and there is hardly more reason why the streets of the

cities should not be used for the transportation of merchandise.

I have urged, on many occasions, that the loss of time and money caused by the delay in trucking, could be substantially reduced by some scheme of co-operation among team-owners. I have suggested the establishment, in certain sections of New York, of a receiving platform or station to which trucks could make deliveries, and at this station trucks could be loaded with shipments for definite railroads, thereby eliminating the necessity of a truck driving from one station or terminal to another. The express companies have accomplished much in their systems of receiving and delivering express packages in the large commercial centres. I am convinced that while these suggestions are immature and crude in their outline, yet I believe that the development of business in this country will make necessary radical change in the method of handling merchandise in and about the great cities. This association could interest itself in no activity that would mean more to the commercial interest and return more financial benefit to its members than the working out of some scheme that will eliminate the present delays at terminals and the resulting congestion.



A PLAIN STATEMENT OF FACTS REGARDING THE MARKETING OF

NILES WORM DRIVEN MOTOR TRUCKS

WHEN the management of this company decided to market their trucks **Direct to the User**, thereby eliminating the dealer or middleman and his profit, they were actuated by a desire to conduct their business on a clean, straightforward, businesslike policy. They determined to sell their trucks as other goods are sold and not expect the purchaser to pay a fictitious price to protect a dealer for something he does not furnish. Niles prices are net, no discounts are allowed. When you purchase a Niles Truck, you are getting value received, and you are not helping to maintain an elaborate showroom and other exorbitant overhead charges.

Our Booklet "Service and the Marketing of Motor Trucks"

Explains our Sales Plan and contains other useful information of value to the truck purchaser.

Write for copy at once.

NILES TRUCKS are built to operate economically, they are built to endure, not for one year to barely outlive its guarantee, but for many years under severe conditions.

NILES TRUCKS are equipped with powerful Continental Motors—Timken David-Brown Worm—Timken Bearings throughout—Covert Transmission—Borg & Beck Clutch—Eisemann Magneto—Stromberg Carburetor—Flexible Heat-Treated Frame—Fedder's Genuine Honeycomb Radiator—Gemmer Steering Gear—Blood Universal Joints with Tubular Drive Shaft. Standard Equipment includes Oil Lamps, Complete Prest-O-Lite Outfit with Instant Friction Leters, Reduction Valve, Stewart Odometer, Thunderhorn, Fuel Level Indicator, Tool Kit, Tool Box, Jack, License Brackets, Etc. All parts interchange.

Model "B" 3-4 to 1 Ton, - \$1175.00

Model "E" Two Tons, - - \$1875.00

PRICES ARE F. O. B. NILES, O.
INCLUDE SEATS BUT NO BODIES

"INVESTIGATE"

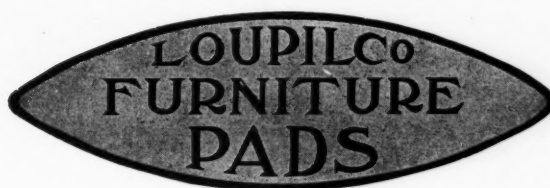
THE NILES CAR & MANUFACTURING CO., NILES, OHIO, U.S.A.

:: :: :: SERVICE STATIONS IN ALL IMPORTANT CITIES :: :: ::



STOP—

that leak caused by broken
and scratched furniture.
For real protection and
economy you should use



Save Time Trouble Repair Bills

Covered with heavy Drill, green or khaki color, filled with cotton and felted into one uniform batt. Stitched so perfectly that there is no possibility of filling to separate.

Size 68 x 80, \$20.00 Doz. Size 52 x 68, \$15.00 Doz. Size 36 x 68, \$11.50 Doz.

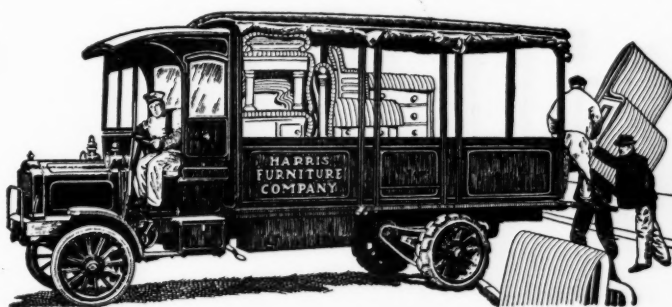
Loupilco Padded Covers for Beds

For Head Boards, \$3.00 Each For Foot Boards, \$1.75 Each
Per Set, \$4.75

Name printed free on lots of
one dozen or more if requested

Guarantee

If our Pads and Covers do not
prove satisfactory in every re-
spect, return them at our expense



TERMS—2% 10 days, net 30, F. O. B. Louisville

We are the Largest Manufacturers of Pillows, Mattresses and Comforts South of Ohio River

LOUISVILLE PILLOW COMPANY

(INCORPORATED)

360 East Market Street

LOUISVILLE, KENTUCKY



War's test is the test of tests— and particularly so in the desolate wastes of old Mexico

And there the chainless Packard is Uncle Sam's efficient burden bearer.

One hundred and twenty-two strong — Packards are showing what trucks can do under the most adverse conditions.

They stand the test.

And now the third big repeat order has come to us.

Army officers specify Packards for the severe Mexican service, because:

(1) Their power and endurance have proved equal to every demand.

(2) Their maintenance, replacement and repair charges are down to minimum.

(3) Their simple, enclosed, protected working parts and noiseless, chainless drive are proof against alkali dust and dirt—are dependable under every combination of bad roads and over-loads.

You can't know what a motor truck will do for your business until you have thoroughly investigated the Packard chainless truck. Why not let our transportation experts talk the matter over with you—now?

Ask the man who owns one

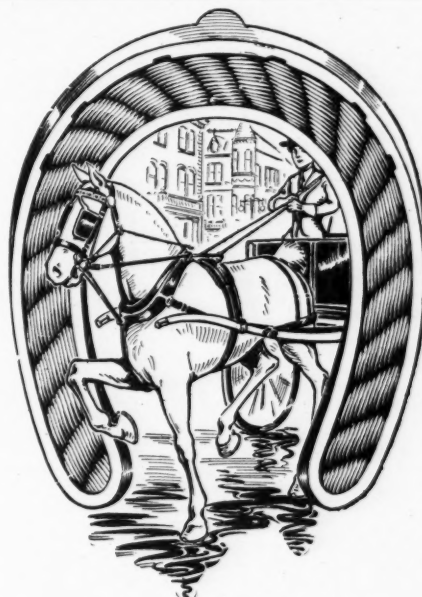
Packard
Trucks

CAT-FOOTS

The Famous Pavement Shoes

Non-Slipping, Cool,
Perfect Cushions

They save your horse's feet
and make him ready for work
at all times.



The problem of the proper and efficient shoeing of your work horses is getting more complex and serious all the time. The number of roads with hard and smooth surfaces increases from day to day and the dust thereon is laid with water or with oil.

It is out of the question that on such surfaces a horse shod with ordinary shoes can render efficient service, but on the contrary he cannot even travel along with an empty truck without constantly slipping and sliding, wearing himself out, even when not working, by constant fear and worry.

Under these conditions a horse cannot last nearly half as long as when he has confidence in his footing, when he is stepping safely and without fear of falling.

This confidence he will have when shod with Cat-Foot Shoes because the rope contained in that shoe will pick up pebbles and sand and other gritty substances which adhere firmly

to pavements of any kind just as sandpaper would.

On shoes where rubber is used for the prevention of slipping, this rubber will lose its corrugations after half a day and you all know that smooth rubber will slip worse on oil than a plain steel shoe.

Cat-Foots cost only a very little more than ordinary shoes and are much cheaper than rubber pads or special shoes and you will be amply reimbursed for the small extra investment by the increased efficiency, of longer life and the prevention of accidents to your work horses.

If shod with Cat-Foot Shoes your horses will always be ready and eager for work. They will always be fresh and confident of sure footing and they will last you a good many years longer.

Write us today for literature, or have your blacksmith write us.

THE ROWE RING-POINT COMPANY

PLANTSVILLE, CONNECTICUT

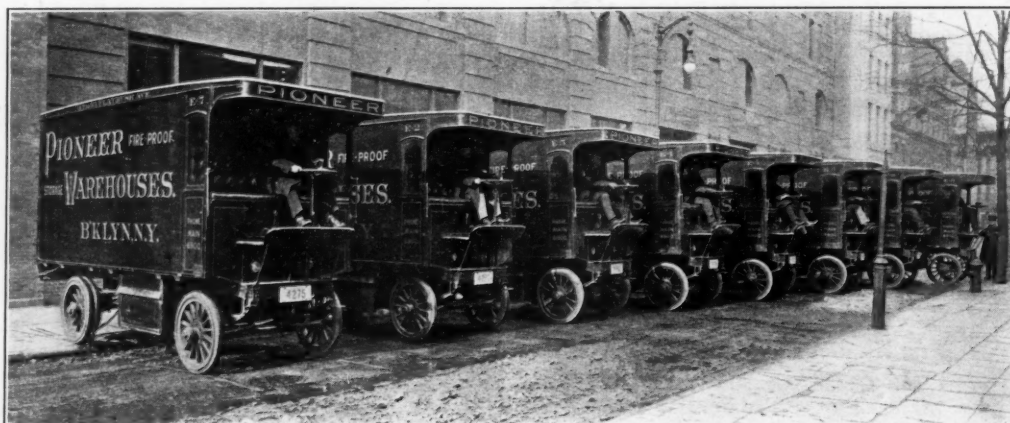
Why Deliver Goods at a Loss?

The problem of charging uniform rates for moving furniture and other valuables is annoying to many van owners.

The large express companies know beforehand exactly what it will cost to deliver at a profit a five-pound package to any part of our country.

Transfer and storage men, on the other hand, find it difficult to even approximately determine what it will cost to move, say a three-ton load for a distance of half a mile.

It is a question of "Electric-trucking" versus "horse-trucking." The express companies maintaining the largest transportation units use hundreds of Electric trucks, while many van owners still operate horses. Use G. V. Electric Vans and you will deliver goods at a profit.



(A squadron of two-ton G. V. Electrics, which made the Pioneer Storage & Warehouse Company horseless.)

Statistics show that in two weeks of the Summer of 1913 more than 35,000 horses involving a loss of over \$5,000,000, succumbed to the heat.

Aside from a 200% increase in the cost of horses since the outbreak of the war, horse delivery entails expense items for harness, feed, horse-shoeing, veterinary service, blankets, wagon repairs, etc.

With Electric current 85% cheaper today than ten years ago and over 100% increase in the

cost of gasoline, the resulting economies of the Electric truck are apparent.

The G. V. Electric has a proven life of 10 years, keeps on the road practically every working day of the year and costs 50% less to maintain than horse or gas trucks.

We are in a position to show you in dollars and cents the relative saving of Electric trucking in *your business* if you will drop us a line. Catalogue 127 supplied upon request.

GENERAL VEHICLE COMPANY, Inc.

General Office and Factory, Long Island City, New York

NEW YORK

CHICAGO

BOSTON

PHILADELPHIA



